

# EcoBiz

will help your business  
to **Save Money**  
through **Efficiency**

58% of NZers are more likely to buy a product if it has an eco-label (that they trust)

More than 80% of consumers always or sometimes consider sustainability when working out what to buy

84% percent of NZers believe that businesses should report on their environmental and social impacts in addition to financial reporting.

This programme is an initiative of:



Council sponsored  
**Environmental Programme**  
for Auckland businesses

**Hurry!**  
For a limited time only  
you can apply for  
**subsidised membership**  
to a business  
**Environmental Programme**

Contact us:

Programme coordinator  
Phone: 09 360 5190  
Email: [s.yates@ecobiz.org.nz](mailto:s.yates@ecobiz.org.nz)

apply now to  
**save up to**  
**\$700**

## What is EcoBiz?

EcoBiz is a council sponsored environmental programme for Auckland businesses.

We offer:

- **Subsidised membership** to one of the following environmental programmes.
- A **seminar series** that provides vital business information to ensure you remain abreast of business environmental issues. Seminar topics include:
  - Ensuring Economic Sustainability
  - Sustainable Leaders in the Workplace
  - Reducing your Waste
  - The Cost of Carbon
  - Green Marketing
  - And more...

These seminars are available to all businesses.  
**Full programme and details inside brochure.**

EcoBiz members get discount on Sustainable Business Network seminars.

apply  
for  
subsidy

To find out more about  
EcoBiz programmes and seminars  
AND to apply for a subsidy, come to a **FREE**

### Introduction to Sustainability

Seminar, Thursday March 11, Auckland Town Hall,  
Contact us directly to RSVP or for more information.

### Sustainable Business Network

Sustainable Business Network is a New Zealand-wide network for businesses of all sizes. SBN offer workshops, networking events, seminars, advice, news and tools to their members, helping businesses achieve success through sustainability.

Limited offer: sign up to SBN's **Get Sust Online Tool** for **Free** (usual cost \$295) or become a member and get **\$300 of benefits**.

[www.sustainable.org.nz](http://www.sustainable.org.nz) or  
[northern@sustainable.org.nz](mailto:northern@sustainable.org.nz)

get sust  
online

sustainable  
BUSINESS NETWORK

Save  
\$295!

### SMARTWeb

SMARTWeb is a simple to use business environmental management and diagnostic programme that empowers businesses to measure, manage and reduce their environmental footprint. The SMARTWeb programme provides businesses with environmental audits, business-specific action plans, and a 1 year license of the SMARTWeb software.

Limited offer: sign up to  
**SMARTWeb for \$450** (usually \$950)

[www.sustainable-edge.co.nz](http://www.sustainable-edge.co.nz) or  
[office@sustainable-edge.co.nz](mailto:office@sustainable-edge.co.nz)

Sustainable Edge

Save  
\$500!

### Eco Warranty

The Eco Warranty programme is a user friendly alternative to ISO 14001, offered by International Certifications Ltd. The programme offers a DIY Environmental Management Standard toolkit, implementation workshops, an on-site compliance audit, and 12 months certification to Eco Warranty.

Limited offer: sign up to  
**Eco Warranty for \$1,150** (usually \$1,850).

[www.intlcert.com](http://www.intlcert.com)  
[admin@intlcert.com](mailto:admin@intlcert.com)

Save  
\$700!



### EnviroStep

EnviroStep is a **free**, entry level, web-based management tool to help businesses in New Zealand take the first steps towards understanding and improving their environmental performance. Envirostep was developed by the Ministry of Economic Development in collaboration with small businesses and environmental experts in order to help businesses:

- measure & communicate their environmental performance
- take practical steps that benefit both your business and the environment.

[www.eco-verification.med.govt.nz/envirostep](http://www.eco-verification.med.govt.nz/envirostep)

FREE!

envirostep  
BENEFITTING BUSINESS & ENVIRONMENT

# EcoBiz and SBN 2010 seminar series



11-Mar	<p><b>Introduction to Sustainability</b></p> <p>Far from being a fad, the shift towards sustainability is gathering momentum at a rate that is catching many businesses unaware. Research shows that sustainable practices in business are increasingly expected by your clients and customers. Requests for Proposals are seeking more and more information about what you're doing for the environment, and new regulations are continually imposing greater costs on activities that have environmental impacts. This seminar will give you the opportunity to sign up to a subsidised environmental programme, and hear how by taking action, you can reduce costs, improve your competitiveness in the market, and enhance your reputation as a responsible business that is in tune with the times.</p>	<p><b>4pm - 7pm</b>  <b>Auckland Town Hall</b>                      FREE                      (and FREE parking if you park in Civic car park and bring your parking ticket with you)</p>	
30-Mar	<p><b>Ensuring Economic Sustainability</b></p> <p>Understand business accounting and ensure your business is sustainable from the bottom line up. Innovative accountancy firm Hayes Knight use real life examples, workbooks and exercises in this comprehensive workshop for all levels of business. Run a profitable, sustainable business that catches the attention of buyers, bank managers and other businesses - for the right reasons.</p>	<p><b>8am - 4pm</b>  <b>Hayes Knight, Parnell</b>                      To be confirmed</p>	
13-Apr	<p><b>Planning for Sustainable Businesses</b></p> <p>Effective planning is the key to success in any business. In today's fast changing environment, understanding how to integrate sustainability into your strategic business planning is critical. Simon Harvey, an experienced sustainability advisor, will show you how sustainable business planning can help you reduce costs, minimise risk exposure, enhance innovation, and improve your reputation as a responsible business that has an exciting future in tomorrow's world.</p>	<p><b>4pm - 6pm</b>  <b>Waitakere City Council</b>                      \$40 - all attendees</p>	
22-Apr	<p><b>Building Trust - The Strategic Sustainable Initiative</b></p> <p>Bridget Marsh of Creating What Matters presents a new take on business success: profitable, sustainable business based on the trust of customers, stakeholders and employees. Build trust that you will take care of their interests as well as those of the business. Increasingly people are seeing that their long-term interests and well-being are closely aligned with what we understand as business sustainability. Change business relationships and turn trust into a profit.</p>	<p><b>8am - 2pm</b>  <b>To be confirmed</b>                      \$75 EcoBiz members*, \$112 for non-members</p>	
5-May	<p><b>Greenfleet Sustainable Transport Workshop</b></p> <p>Save money on transport costs. Petrol prices are on the rise, ACC and Road User taxes are unpredictable, and the cost of jetting off to conferences is becoming questionable. Greenfleet presents up-to-date cost cutting options and inventive commute solutions, while increasing social and environmental sustainability.</p>	<p><b>7.30am -10.30am</b>  <b>Auckland Town Hall</b>                      \$50 EcoBiz members*, or \$80 for non-members</p>	
1-Jun	<p><b>Create a Lasting Profitable and Sustainable Business through Cultural Change</b></p> <p>The goal of all managers and business owners is to create a lasting, profitable and sustainable business. Environmental issues will continue to challenge that goal and significant behavioural changes will be required to meet those challenges. This seminar will look at how managers can promote positive changes in behaviours and culture in their business which promotes environmental/sustainability initiatives, but which in turn assists the long term successful development of the business.</p>	<p><b>4pm - 6pm</b>  <b>North Shore City Council</b>                      \$40 - all attendees</p>	
23-Jun	<p><b>Sustainable Leaders in the Workplace</b></p> <p>Trailblazers for sustainability in the workplace may need to influence workmates, the boss and the board. How do we create change without creating a nightmare of red tape and resistance? Inspiring speakers with practical know-how will identify specific issues and work with you to overcome the challenges you face in embedding sustainability in your workplace.</p>	<p><b>7.30am -10.30am</b>  <b>Manukau City Council</b>                      \$50 EcoBiz members*, or \$80 for non-members</p>	
22-Jul	<p><b>The Cost of Carbon</b></p> <p>The Emissions Trading Scheme is looming on the horizon. Your business could be caught unawares by it, or alternatively take the opportunity to surge ahead of the competition. The key is preparation. SBN's Cost of Carbon seminar identifies opportunities and inspires with real life examples of businesses that have benefited from reducing their carbon footprint. Plan now - benefit later.</p>	<p><b>7.30am - 10.30am</b>  <b>Auckland Town Hall</b>                      \$50 EcoBiz members*, or \$80 for non-members</p>	
20-Aug	<p><b>Smart Office, Sustainable Office</b></p> <p>A smart PA knows how to cut costs, organise events, boost staff morale, and choose a great courier service. But do you know how to reduce your company's carbon footprint at the same time? Choose sustainable products and services that will impress with innovative thinking. Make small changes or manage an office overhaul! Make your choices make a difference.</p>	<p><b>7.30am - 10.30am</b>  <b>The Conference Centre, Penrose</b>                      \$50 EcoBiz members*, or \$80 for non-members</p>	
7-Sep	<p><b>Waste Minimisation - Office waste</b></p> <p>While your office waste may not be your top expense, it is a very visible indicator of your business's commitment to sustainability. Create a workplace your staff is proud of by implementing a recycling system, and in the process reduce your carbon footprint. This seminar, run by Waste Not Consulting, will give you the tools and know-how to measure, monitor and reduce your waste.</p>	<p><b>4pm - 6pm</b>  <b>Visy - MRF, Onehunga</b>                      \$40 - all attendees</p>	
9-Sep	<p><b>Waste Minimisation - Manufacturing waste</b></p> <p>Is your bin full of wasted resources and wasted dollars? Is your waste contract working for you? Learn how to audit your waste, implement a waste minimisation and recycling programme, and save money on your waste disposal.</p>	<p><b>4pm - 6pm</b>  <b>Visy - MRF, Onehunga</b>                      \$40 - all attendees</p>	
21-Oct	<p><b>EECA Energy Efficiency</b></p> <p>Inefficient energy use is like a leaky tap wasting valuable resources and money. Identify where your business's energy is leaking and save yourself the irritation of watching dollars go down the drain. Catch the market advantage of energy efficiency. Identifying opportunities to save money and rethinking energy supply now can lead to benefits in the medium to long-term.</p>	<p><b>7.30am - 10.30am</b>  <b>Auckland Town Hall</b>                      \$50 EcoBiz members*, or \$80 for non-members</p>	
9-Nov	<p><b>Green Marketing - Creating a Competitive Edge</b></p> <p>Wanting to gain new customers by appealing to consumers who actively seek out products with social or environmental benefits (33% of the market)? This workshop will help businesses create a green marketing plan to gain a competitive edge with customers, in tenders, and Requests for Proposals.</p>	<p><b>4pm - 6pm</b>  <b>Manukau City Council</b>                      \$40 - all attendees</p>	

To attend a seminar please RSVP five days before the seminar to [s.yates@ecobiz.org.nz](mailto:s.yates@ecobiz.org.nz) or **09 360 5190**.

Please note that changes to times, venues and topics are possible. Please RSVP to confirm these details.

\* An EcoBiz member is a business that has signed up to one of the four EcoBiz programmes.

