

Sustainability

1:Many

Business for Good | Good for Business

The What and the Why

What:

A three-step cohort programme for consumer goods businesses to build better, future-fit businesses while having a positive impact on people and place.

Participants will learn how to understand, benchmark, improve and communicate their environmental, social and governance performance. Facilitated by, and using tools and resources created by, B Lab – the team behind the global Certified B Corporation (B Corp) movement of people using business as a force for good.



Why:

There is a global shift occurring, toward business that is purpose-driven and creates benefit for all stakeholders. Aotearoa New Zealand businesses are well positioned to become international exemplars in creating long-term value and prosperity. Furthermore, the business case for sustainability has been well documented with many businesses now recognising that sustainability is a pre-requisite for long-term success and it can be a source of competitive advantage internationally.

Business for Good will demystify impact improvement by introducing participants to easy to use, globally recognised tools that empower them to:

- link their values and purpose to impact
- identify areas for innovation and growth
- increase trust from customers and employees
- increase resilience
- strengthen their governance to support the delivery of improved impact for stakeholders
- reduce risks linked to changing regulations
- lower costs by optimising use of resources
- articulate their sustainability story.



Sustainability 1:Many

Business for Good | Good for Business The Who, When and How

Who:

Our participants aka you and businesses like you:

You are an exporting business in the consumer goods sector. You have the ambition of demonstrating best practice in your approach to sustainability and are wanting a roadmap to help you achieve this.

You can commit to participation in the full programme, with representation of up to two attendees per business: a decision maker (e.g. business leader) and an implementer (e.g. a manager).

Our facilitators:

B Lab is a non-profit organisation, that serves a global movement to redefine success in business, so that all companies compete not only to be the best in the world, but the best for the world.

Predominantly they do this through building a community of Certified B Corporations to make it easier for all of us to tell the difference between “good companies” and good marketing.

When:

1. Understand the Programme

Webinar sign up opens:
24 March

Understand Business for Good Webinar:
14 April 11am-12.30pm

Business for Good Applications Open:
14-28 April

2. Build your impact roadmap

Business for Good Workshop 1:
5 May 10am-12pm

Business for Good Workshop 2:
19 May 10am-12pm

3. Gain clarity and connections

Business for Good 1:1 consultations
May - June

Business for Good Wrap up event
23 June (time TBC)

How:

You will:

- Learn more about the big picture for sustainable business globally and within Aotearoa New Zealand
- Hear why the B Corp Certification and Sustainable Development Goals (SDGs) matter for exporters
- How to use the [B Impact Assessment](#) and [SDG Action Manager](#) to assess, compare and improve sustainability and impact
- Q&A with leading NZ B Corp exporter

You will:

- Learn how to build your impact roadmap, link your values and purpose with prioritised actions
- Deep dive into leading NZ B Corp exporters' sustainability journeys
- Learn how to communicate and leverage your impact story
- Understand what business assistance options might be available to you
- Hear from other participants how they are improving their social and environmental impact
- Understand how governance can support your company to achieve value for all stakeholders.

You will:

- Network with fellow business leaders that are making impact improvements
- Gain practical ideas from your peers
- Explore collaboration opportunities
- Be prepared to obtain [B Corp certification](#) should you wish.



Sustainability 1:Many

Business for Good | Good for Business

Learning from others

Fix and Fogg

Fix & Fogg's mission is about trying new things, improving the community, giving back and making beautiful, healthy nut butters. The business exports to the USA, Singapore, Australia Japan and the Philippines.

They wanted to create something that is meaningful, sustainable, delicious - and a force for good. Fix & Fogg is the first New Zealand owned food manufacturer to be awarded B Corp certification.

Some of the initiatives they have put in place include food waste reduction initiatives, offering localised recycling schemes providing a living wage to employees and donating to local charities.

Their business has received a number of awards both in New Zealand and overseas.



Synlait

Synlait's journey started at a humble dairy farm in 2000, and they have been growing ever since - reaching \$1.3bn in turnover with a team of 1144 employees in FY20. Synlait offers a range of dairy products from infant formulas to yoghurts and cheeses, each made with sustainability in mind.

Synlait's commitment to elevating people and planet to the same level as profit was recognised in June 2020 when it became part of the B Corp™ community. Their commitments across three pillars - environment, people, and enterprise - guide them on a road of constant improvement.

Highlights of the efforts to date include their Lead With Pride™ programme, installation of New Zealand's first electrode boiler, delivery of a future leaders programme for their people and financial support for local environmental groups.





THE B CORP DECLARATION OF INTERDEPENDENCE

WE ENVISION A GLOBAL ECONOMY THAT USES BUSINESS AS A FORCE FOR GOOD. THIS ECONOMY IS COMPRISED OF A NEW TYPE OF CORPORATION – THE B CORPORATION – WHICH IS PURPOSE-DRIVEN AND CREATES BENEFIT FOR ALL STAKEHOLDERS, NOT JUST SHAREHOLDERS. AS B CORPORATIONS AND LEADERS OF THIS EMERGING ECONOMY, WE BELIEVE: THAT WE MUST BE THE CHANGE WE SEEK IN THE WORLD. THAT ALL BUSINESS OUGHT TO BE CONDUCTED AS IF PEOPLE AND PLACE MATTERED. THAT, THROUGH THEIR PRODUCTS, PRACTICES, AND PROFITS, BUSINESSES SHOULD ASPIRE TO DO NO HARM AND BENEFIT ALL. TO DO SO REQUIRES THAT WE ACT WITH THE UNDERSTANDING THAT WE ARE EACH DEPENDENT UPON ANOTHER AND THUS RESPONSIBLE FOR EACH OTHER AND FUTURE GENERATIONS.

