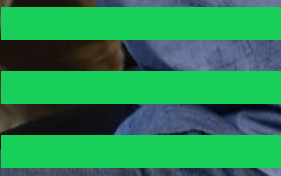




Sustainable  
Business  
Network

# Sustainable Business Network: Advisory

[sustainable.org.nz](https://sustainable.org.nz)





# Sustainable Business Network: Advisory

The Sustainable Business Network (SBN) was established in 2002. We are Aotearoa New Zealand's largest and longest-standing sustainable business organisation.

We're expert at seeking out world-leading sustainable business ideas.

We make them executable for New Zealand business.

The SBN team are passionate experts in sustainability. We know the challenges inside and out, across all the major issues facing Aotearoa New Zealand today.

We have decades of experience. We advise corporates, small to medium enterprises and government agencies on business sustainability.

We assist organisations to identify how they can become circular by design. We build powerful collaborations to tackle complex and large scale sustainability challenges.

We help organisations assess where they are and where they want to go.

We help create the pathway of support needed to make that happen.



**Sustainable  
Business  
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# What we do

Our focus is on the circular economy. That's creating a future where resources are no longer abandoned as pollution or waste. Within that, all sustainability issues are connected. So we work on the climate crisis. We work on the biodiversity crisis. We work on energy efficiency. Resource management and waste. Procurement. Product stewardship. Communications. Reporting and more...

We:

- help small and medium sized business begin their sustainability journey. We provide benchmark assessments, simple carbon accounting and step by step initial plans.
- help large organisations deepen their sustainability strategies and sharpen their reporting.
- complete in-depth, industry-wide and cross-sector research and analysis for local and central government agencies and business bodies.
- organise and facilitate training, ideation and leadership events on all areas of sustainability. This can range from operations in individual businesses up to nationwide strategic development.

We assess and lead better practice on:

- Business models
- Purpose
- Governance
- People and culture
- Networking
- Operations
- Communications



**We're here to help!**  
**Get in touch.**

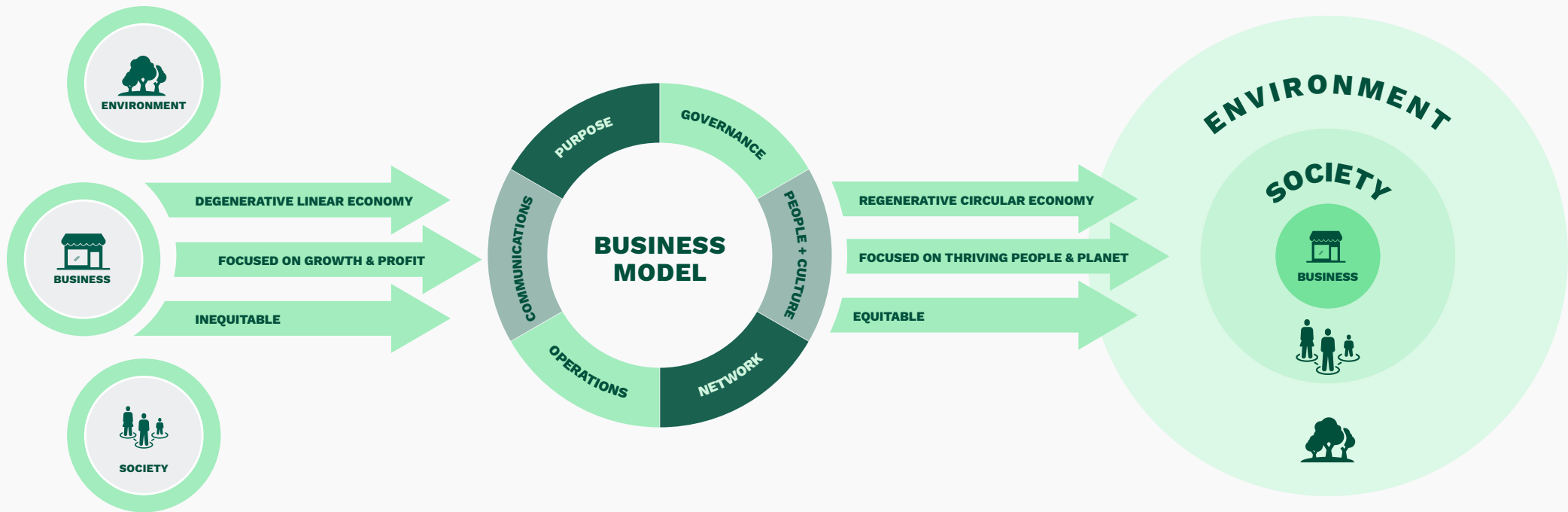


**Tori Calver**

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# SBN's Advisory Framework



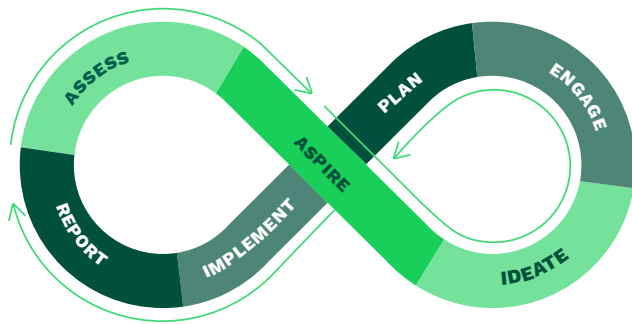
**Figure 1. Our approach**

Sustainability will not work if it sits off to the side. Our Advisory is designed to look holistically at your organisation. It helps your business understand how to design in positive outcomes for people and planet alongside staying profitable.



# Bespoke support

Sustainability is a continuous journey. Every organisation takes a different path. We can help craft your sustainability strategy, support in project ideation and implementation, operate as a 'part-time' sustainability team and more. Get in touch to discuss. Here's a taste of how we can help.



**Figure 2.** Our process

## Assess

We use a simple materiality assessment to:

- identify the sustainability issues most important to the core work of your organisation
- diagnose the systems around your work. This identifies opportunities, barriers and key interventions

This can include:

- snapshotting or benchmarking your sustainability performance
- staff and stakeholder surveys, interviews and focus groups
- value-chain mapping. This identifies key circular economy opportunities from procurement, production, use and end of life

## Aspire

We can help you focus your sustainability aspirations. We can help you refresh your company vision and purpose.

## Ideate

We can help solve a key challenge. We can identify unique pathways forward. We use a wide range of sustainability, regenerative and behaviour change approaches. We can help create strategies, new business models, new product lines and more.

## Engage

We offer:

- one-to-one coaching support
- tailored workshops and facilitated collaborations
- ongoing training at all levels, from staff to board

## Plan

We can help you develop:

- plans along with your key stakeholders
- targets in line with your aspiration
- Theories of Change and impact goals
- circular economy initiatives
- procurement policies

## Implement

Need help establishing projects and initiatives? We can provide part-time on tap sustainability support for your organisation.

## Report

We research, write and design impact and sustainability reports.





# Packages

Choose a package or get in touch to design your own.

Our core packages cater for different sized organisations, budgets and levels of support.

	Kickstart Package	Foundations Package	Embedding Sustainability Package
<b>Network Price</b> (indicative*)	\$5,000 + GST	\$16,000 + GST	\$60,000 + GST
<b>Standard Price</b> (indicative*)	\$6,500 + GST	\$20,000 + GST	\$75,000 + GST
<b>Organisation size</b>	0-19 employees	0-49 employees	All shapes and sizes

\* Please note that prices may vary depending on the complexity of your organisation and the outcomes you want. The price is discounted for organisations in our network - Impact Investors (members) and Partners.



# Kickstart Package

For startups and small organisations.

## Network Price (indicative\*)

\$5,000 + GST

## Standard Price (indicative\*)

\$6,500 + GST

## Organisation size

0-19 employees

### We help you:

Understand how to view sustainability holistically across your organisation

Identify key issues, knowledge gaps and solutions

Review your action plan with better practice

Set goals and time-frames

### We include:

Initial assessment

Key issues workshop

Objective and goal setting session

Basic action plan

### You'll get:

Enhanced knowledge and resources to help you focus and take action

Identification of key issues for your organisation

Identified solution pathways

Tangible goals and timeframes

*\* Please note that prices may vary depending on the complexity of your organisation and the outcomes you want. The price is discounted for organisations in our network - Impact Investors (members) and Partners.*



# Foundations Package

A review of your organisation through interviews, a workshop and research.

## Network Price (indicative\*)

\$16,000 + GST

## Standard Price (indicative\*)

\$20,000 + GST

## Organisation size

0-49 employees

*\* Please note that prices may vary depending on the complexity of your organisation and the outcomes you want. The price is discounted for organisations in our network - Impact Investors (members) and Partners.*

### We help you:

Understand how to view sustainability holistically across your organisation

Prioritise key issues and ideate solutions

Produce a practical assessment and prioritisation report

### We include:

Initial assessment

Site visit

Staff survey

Interviews with your staff

Review of key internal documents relevant to organisation strategy and sustainability

Workshop with your leadership team to prioritise issues and ideate solutions

Webinar with your staff to share progress and create engagement

Internal report. This identifies areas of action and provides tools and resources for implementation

Check in after three months

### You'll get:

Enhanced knowledge and resources to help you focus and take action

Identification of key issues for your organisation, together with solutions

Tangible goals and timeframes

Understanding of how you compare to others in your sector

Detailed report on next steps





# Embedding Sustainability Package

A deep dive into your organisation and the industry in which you operate. We guide you every step of the way to help you develop a strategic action plan and put it into practice.

We build your sustainability capability through workshops and webinars. We connect you with community projects. We help you report to your stakeholders.

## Network Price (indicative\*)

\$60,000 + GST

## Standard Price (indicative\*)

\$75,000 + GST

## Organisation size

All shapes and sizes

\* Please note that prices may vary depending on the complexity of your organisation and the outcomes you want. The price is discounted for organisations in our network - Impact Investors (members) and Partners.

## We include:

*Foundational package plus:*

Board/Director survey (as appropriate)

Interviews with key external stakeholders

Industry benchmarking

Update to your Board

Workshop with your 'green team'

Workshop to explore impact and identify key reporting metrics

Co-creation of work plan and alignment with existing strategy

Staff trip to Puhinui, a nature regeneration project in South Auckland

Quarterly check-ins to help you implement the recommendations

## You'll get:

Enhanced knowledge and resources to help you focus and take action

Identification of key issues for your organisation, together with solutions

Tangible goals and timeframes

Understanding of how you compare to others in your sector

Detailed report on next steps

Hands-on practical experience in nature regeneration

Ongoing coaching in best practice sustainability

Integration of recommendations into your organisation strategy

Identification of key impact goals



CASE STUDY:  
BESPOKE ADVISORY

## Icebreaker

Icebreaker contracted SBN's report writing and analysis expertise for its first Transparency Report.

Icebreaker has always been a world leader on sustainability. However, in 2017 a Tearfund report gave it a D- for ethical clothing when it didn't respond to Tearfund's request for information. We helped ensure the firm had all its great work stacked up for anyone who asked. In 2018 Tearfund gave it an A+.

*"In creating our first Transparency report, we chose to partner with the Sustainable Business Network. Their input on the format, content, data crunching and copy writing of the report was invaluable. Their data analysis was particularly impactful, as they were able to take our raw data and translate it into meaningful insights. The team at SBN were fantastic to work with and we look forward to collaborating on future projects."* – Meredith Dawson-Lawry, Global Sustainability, Quality & Compliance Manager, Icebreaker

CASE STUDY:  
BESPOKE ADVISORY

## New Zealand King Salmon

NZ King Salmon kicked off its work with SBN with an internal sustainability snapshot. This led on to a more comprehensive materiality assessment and sustainable strategic plan.

The work led to a range of new collaborations with the team. A speaking tour around the top of the South Island with business organisations and local authorities. A sector-wide approach to sustainability in aquaculture including a diagnosis report on plastic use in the industry.

*"We've been using SBN's Advisory service since December 2016 to explore a deeper approach to our sustainability strategy across the business. We've enjoyed the SBN approach which marries a skilled advisory service with a real consideration for our company's needs and context – whilst still asking the tough questions, and challenging the status quo. We're looking forward to completing the project and launching into the next stage of our journey – and I'm sure SBN will be right beside us in future projects."* – Jemma McCowan, General Manager of Marketing at New Zealand King Salmon

CASE STUDY:  
FOUNDATIONS PACKAGE

## Spaceworks

Spaceworks used our Foundations Package as a springboard to more sustainable working in the construction sector.

As a result the company created its own Carbon Calculator, which measures greenhouse gas emissions for fit out companies. It became a Toitū Net Carbon Zero certified organisation.

*"SBN opened our eyes to the possibilities. They provided guidance and direction. We have big goals for future innovation. Their mentorship was the inspiration. It led us to where we are. It has us pointing in a very exciting direction."* – Lizzi Whaley, CEO, Spaceworks





## Our team



### Tori Calver

Tori leads SBN's Advisory service and oversees the organisation's impact measurement and reporting. She's worked in both the for-profit and not-for-profit sectors. This gives her a wide understanding of the challenges various organisations face.

She has experience in strategy, sales and negotiation, culture engagement and team management. She advises organisations on becoming more resilient and regenerative.

She delivers sustainability-focused workshops and presentations. She helps businesses identify what they need to do and how to focus their efforts.

**Her skills include:**

Strategic planning, workshoping, employee engagement, report writing, goal setting and data analysis.



### Rachel Brown ONZM

The founder and CEO of SBN, Rachel has played a critical role in advancing sustainable business for more than 20 years. She's a regular presenter, collaborator and driver of action within business in Aotearoa New Zealand.

She provides strategic sustainability advice to countless government agencies and businesses. These range from large corporates to small enterprises. In 2018 she was awarded the New Zealand Order of Merit for years of service to sustainable business.

**Her skills include:**

Inspiring and influencing, providing confidence via strategic planning, aspirational goal setting, workshoping, and stakeholder engagement.



### James Griffin

James leads the circular economy work at SBN. He's pioneered the adoption of circular thinking and implementation within Aotearoa New Zealand since 2014. He also oversees SBN's strategic project areas.

He has a strong commercial background, having started his career in sales and marketing roles for large multinationals in Europe. He has worked in the coffee industry in New Zealand and was a member of the SBN before he joined the team.

**His skills include:**

Circular economy strategy and implementation, stakeholder engagement, facilitation, systems thinking.



## Our team



### Fiona Stephenson

Fiona is one of New Zealand's most experienced communicators of sustainability. She leads our Communications and Marketing team. She's worked with organisations of all sizes for almost three decades. Previously she was speech writer for the UK Government's chief sustainability advisor. She was Oxford University's first PR advisor on the environment.

In Aotearoa New Zealand she's advised organisations ranging from corporates and universities to SMEs and non-profits. She's a judge of the Mindful Money Awards (media category) and Outstanding NZ Food Producer Awards (sustainability category).

**Her skills include:**

Strategic communications planning and advice, writing, editing, media relations, presenting and issues management.



### Andy Kenworthy

Andy has more than 20 years' experience in sustainability journalism, fundraising, communications and behaviour change.

Andy has worked all over the globe. He's worked for some of the world's leading environmental NGOs. This includes WWF, Greenpeace and Oxfam. He was a founding writer for Good magazine and Element magazine with the New Zealand Herald. He was a lead writer for Idealog.

**His skills include:**

Strategy development, research, writing and facilitation.



### Jaz O'Donnell

Jaz understands the barriers and opportunities small and medium enterprises face when implementing sustainable practices.

She has a Masters in Sustainable Development Goals specialising in business and sustainability. She helped build New Zealand's first Circular Economy Directory. She assists with SBN's Advisory to identify, define and prioritise organisational sustainability.

**Her skills include:**

Desktop research, data analysis, stakeholder engagement, report writing.



## Our team



### Rosa Thompson

Rosa is part of SBN's climate related work, focused around the Climate Action Toolbox. Having previously worked in SBN's nature and regenerative design programmes, Rosa brings a wealth of knowledge to the Climate team. Her experience is key to helping businesses make the connection between climate and nature.

Rosa oversees SBN's emission calculations and carbon budget. She advises organisations on how to take climate action and reduce their own emissions in line with best practice across the industry.

**Her skills include:**

Project management, stakeholder engagement, critical thinking and data analysis.



### Montana Lamb

Montana comes from a strong background in fashion management. Her work supports the SBN network, our training programme and our team.

Montana has a BSc in Environmental Studies. Her research focused on waste produced from fashion brands in Aotearoa New Zealand. She's working on a Masters in the Sustainable Development Goals, with a focus on business and sustainability.

**Her skills include:**

Data analysis, implementing sustainability initiatives, strategic thinking, customer service delivery.



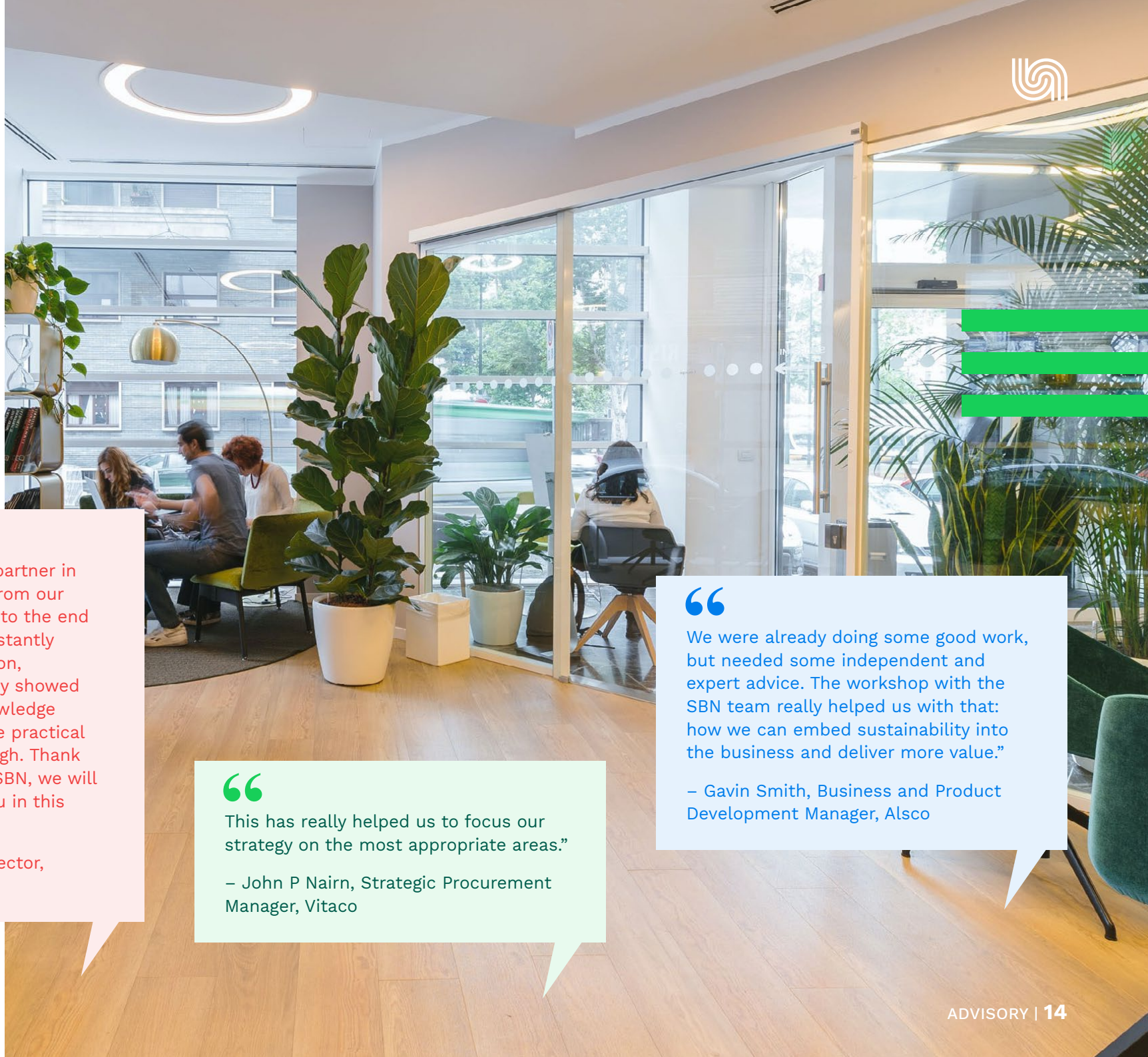
**We're here to help!**  
**Get in touch.**

**Tori Calver**

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m. 021 598 115



# What our clients say about us



“

SBN became an important partner in our sustainability journey. From our initial conversation through to the end of the project, we were constantly impressed by the compassion, patience and leadership they showed us. The experience and knowledge they demonstrate within the practical business world shone through. Thank you so much for your help SBN, we will continue to journey with you in this important mission of ours.”

– Yii Petrus, Programme Director, Whakatapu Aotearoa

“

This has really helped us to focus our strategy on the most appropriate areas.”

– John P Nairn, Strategic Procurement Manager, Vitaco

“

We were already doing some good work, but needed some independent and expert advice. The workshop with the SBN team really helped us with that: how we can embed sustainability into the business and deliver more value.”

– Gavin Smith, Business and Product Development Manager, Alsco



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# ■ Sustainable ■ Business ■ Network: Advisory



## Contact

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