



Sustainable
Business
Network

ENTRY GUIDE
2023

Sustainable Business Awards

Celebrating excellence in sustainability

sustainable.org.nz/awards

2023





OUR PURPOSE

**Empowering
business
so people
and nature
prosper.**



Enter the awards and celebrate sustainability

What are the Awards?

Running for 21 years, these are Aotearoa New Zealand's pre-eminent and longest-standing sustainability awards.

They celebrate the contributions that businesses and individuals make to transforming Aotearoa New Zealand. And it's not just the big guns that win the awards: individuals, small businesses and not-for-profits also succeed across our wide category range.

The Sustainable Business Awards are a great way to celebrate your progress. The awards are open to anyone in Aotearoa New Zealand - individuals, organisations and businesses.

ATTENDEES, SUSTAINABLE
BUSINESS AWARDS 2022



Reasons to enter

1. Award winners and finalists get public recognition (lots of pats on the back!).
2. There's widespread media coverage of Award winners.
3. Success in the Awards can lead to valuable connections and collaborations.
4. Entering is a great way to take stock of your sustainability progress – it captures a moment in time for your business, giving clarity to find new and improved direction.
5. The Awards are open to anyone, at any stage of their sustainability journey – from those just starting out, to sustainability gurus.
6. Finalists can choose to receive feedback from judges.
7. Entering helps you celebrate your achievements.
8. Entry is free and open to everyone – what's not to like about that?



Entry process

1. What suits you?

Before you enter, decide which category suits you best. If you have trouble finding a fit, check out our category descriptions – or we can help you decide. You can enter as many categories as you like.

2. Get writing

Write up your entry in our online form. Each category has slightly different questions.

3. Back it up

Yes we want you to keep a copy of your entry, but we also expect you to back up your story with the reality of facts and figures. Include pictures and entertain us with video if it's your thing, all the while focusing on how you contribute to creating a sustainable Aotearoa New Zealand.

4. Submit it

Submit your entry via our website by 14 July 2023.

5. Judging

SBN staff compile all the entries, then hand them to our amazing independent judges. Our judges are experts in sustainability and business. They delight in inspirational stories of New Zealanders making a difference and know how to select those who shine a little more than others. If you're one of these you'll be selected as a finalist.

6. A finalist?

If you are selected as a finalist – congratulations! We'll ask you to elaborate on your sustainability story with a Stage Two form. We'll guide you through this.

7. Celebrate!

Well done! Whether you're announced as a finalist or not, you are making a difference. Book a ticket to our Awards event and celebrate with others making Aotearoa New Zealand a more sustainable nation.



2023

**Ko ahau te taiao,
ko te taiao ko ahau.**

I am nature and nature is me.

MĀORI PROVERB

Choose to enter one or more categories that suit your organisation:

2023 Award Categories

Sustainability Superstar

Communicating for Impact

Social Impactor

Going Circular

Climate Action Leader

Outstanding Collaboration

Good Food

Regenerating Nature

Change Maker



Supreme Award

All categories winners are considered for our biggest award – Transforming Aotearoa New Zealand Award, presented to the best of the best.

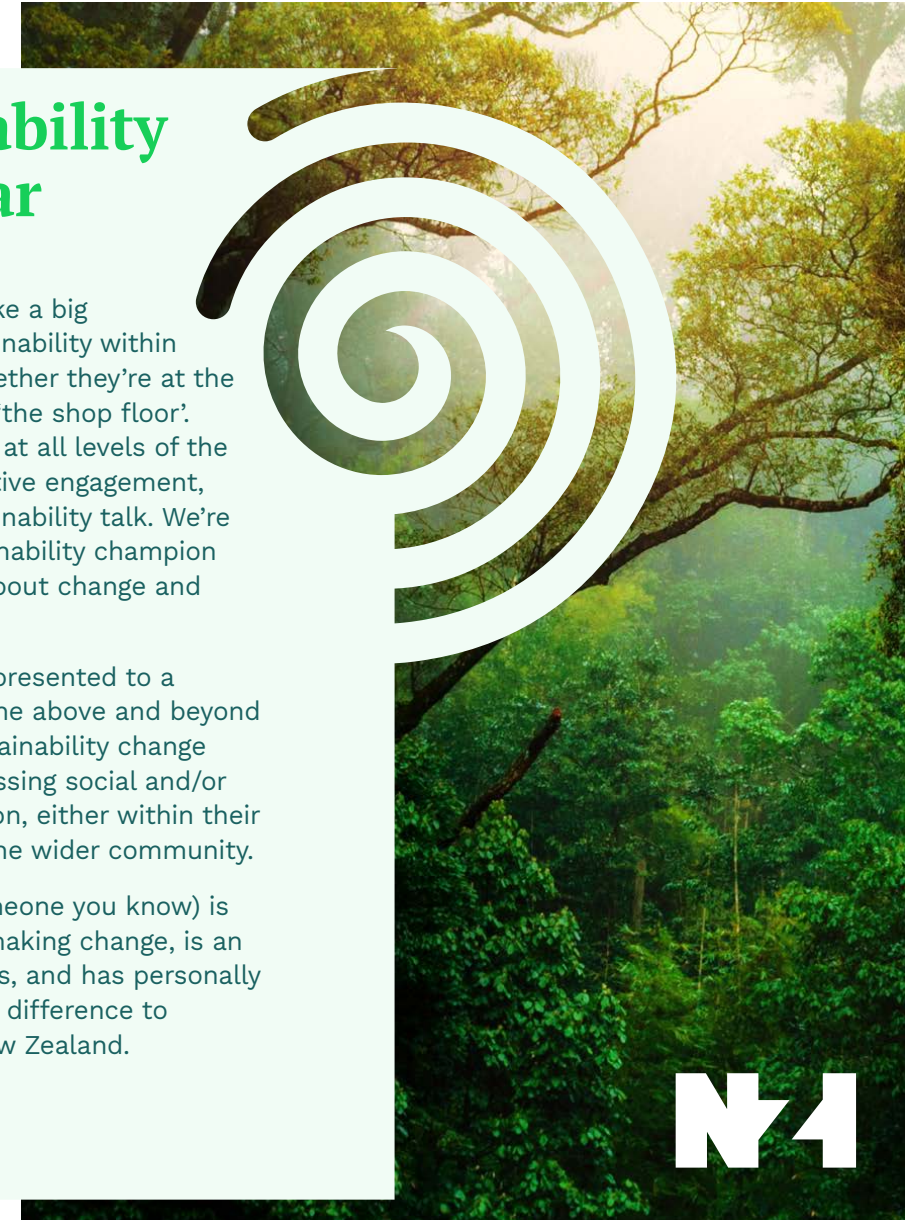
Sustainability Superstar

SPONSORED BY NZI

Individuals can make a big difference to sustainability within organisations – whether they're at the highest level or on 'the shop floor'. They inspire buy-in at all levels of the business with creative engagement, and walk the sustainability talk. We're looking for a sustainability champion who has brought about change and inspired others.

This award will be presented to a person who has gone above and beyond to bring about sustainability change in Aotearoa, progressing social and/or environmental action, either within their organisation or in the wider community.

Enter if you (or someone you know) is passionate about making change, is an inspiration to others, and has personally made an important difference to sustainability in New Zealand.





Communicating for Impact

SPONSORED BY: STUFF

People want to know about the good businesses are doing. They want easily-accessible information to help them make purchasing choices that will have a positive impact on people and nature. Sustainability is more than making sure you have your own house in order. It's also about effectively communicating what you do, to the right people, through the right channels, to inspire people to make a difference.

This award will be presented to an organisation that is communicating sustainability through effective use of communication channels and audiences to make a tangible impact.

Enter if your organisation has run a successful and innovative communications campaign on a sustainability topic that has resulted in a measurable impact.

Stuff

Social Impactor

SPONSORED BY: MAS

Good businesses operate with a conscience, making sure people involved in or affected by their activities are better off than they would be otherwise. They bring about positive outcomes for the environment and economy. They create change for good for the people and planet around them.

This may be through products or services, in-house wellbeing policies, supply chains, procurement, location, investment or through business models. The people impacted could include employees, local communities and the wider population.

This award will be presented to an organisation that is deliberately and consistently improving people's lives through its day to day business practices. Social good is integrated throughout the whole organisation. Enter if you are striving to create positive social impacts through all your operations.

mas



Going Circular

Traditional businesses are predominantly based on a linear 'take-make-waste' model. But as pressure on resources grows we need to shift to a more circular economy. This is where the lifecycle of materials is maximised, usage optimised, and at the end of life all materials are re-used – keeping resource and material in useful 'loops'.

Opportunities for circular economy innovation abound at every stage in a business. Going circular means designing your products or services to help create a low carbon circular economy in Aotearoa New Zealand.

This award will be presented to an organisation that is making demonstrable progress towards going circular.

Enter if your organisation is using circular economy principles to go circular. This could include innovative product, material or service design, product life extension (e.g. by repair, remanufacturing or reuse), product stewardship, dematerialisation, 'product as a service', the 'sharing economy', or creating value from waste.

Climate Action Leader

SPONSORED BY WAKA KOTAHI

Businesses at the forefront of this response are embedding climate action across their operations. They are reducing their operational emissions, moving towards net zero impact, or even becoming 'climate positive'. They are adopting and creating new products, services and business models to help us move quickly to a 'net zero carbon' Aotearoa. They are innovating to develop transformative solutions to our greatest climate challenges. They are influencing their staff, suppliers and customers to have a much broader and deeper impact on emissions reduction. They are preparing for the effects of climate change. They inspire others to follow.

This award will be presented to an organisation actively leading and delivering impact and scale with their climate action. This could be either by reducing their own carbon footprint (including supply chain), or demonstrably helping others to do so, including through transformative innovation.

Enter if your business is a climate action leader.



Outstanding Collaboration

SPONSORED BY:
MINISTRY FOR BUSINESS,
INNOVATION AND EMPLOYMENT

The best organisations look far beyond their own walls. They create and foster connections that generate positive impacts on people's lives – on health, nutrition, housing, employment, community and more. These connections draw on the strengths and unique advantages of those involved to deliver impact which could not have been achieved alone.

Collaborations might be between businesses, social enterprises, community organisations, not for profits or local/national government. This award will be presented to organisations that have collaborated for good with outstanding results.

Enter if you are collaborating with other organisations to solve an issue for Aotearoa New Zealand.



MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT
HĪKINA WHAKATUTUKI

Good Food

SPONSORED BY: NEW WORLD

Good Food is safe, healthy, nutritious, affordable and produced in a sustainable way. It contributes to local economies, reduces waste and inefficiencies, and allows healthy ecosystems to flourish. It is transparent about where it comes from and how it is produced. It also enhances cultural food practices and seeks to ensure that everyone has access to good food.

Technology, innovation, and regenerative agricultural practices are helping us to improve our food system for a better Aotearoa New Zealand. And businesses have a vital role to play, through the way food is produced, made, distributed and sold.

This award will be presented to an organisation that is transforming the food system to create a positive impact on people and/or the environment.

Enter if you are working on solutions to issues in the food system such as reducing food waste, improving food literacy, helping your community have access to healthy food, practising regenerative agriculture or organics, new distribution models, packaging, whole systems thinking, or through work on resilient and equitable systems.



NEW WORLD



Regenerating Nature

Our nature is the foundation of Aotearoa New Zealand's economic, cultural and social success, but it is under pressure. In many cases it is being degraded or even lost. Regenerating nature is vital if we are to tackle climate change and species extinction, as well as secure a positive future for all of us. Intact ecosystems are among the most powerful and effective ways to safely absorb greenhouse gas emissions. They are a fundamental source of health and well-being for our people. This category celebrates businesses that put the regeneration of our natural systems at the heart of their sustainability journey.

This award will be presented to a business, or a business in collaboration with other organisations/individuals, taking a leadership role in regenerating Aotearoa New Zealand's nature.

Enter if you are a business that goes above and beyond to regenerate nature and regard it as integral to operating sustainably. Regeneration may include a focus on freshwater, wetlands, habitats, native species or the marine environment. It may be achieved directly by the business and/or through its customers and staff, supply chain, or in partnership with others.

Change Maker

SPONSORED BY: TAX MANAGEMENT NEW ZEALAND

Young people can make a big difference to sustainability within the organisations they work for, and in the wider community. They will be critical for ensuring Aotearoa New Zealand is a hub full of businesses that do well and do good – for the benefit of our environment, business and people.

This award will be presented to a young person (aged 30 or under) who has gone above and beyond to drive sustainability change in Aotearoa, progressing social and/or environmental action, either within their organisation or in the wider community.

Enter if you (or someone you know) is passionate about making change, is an inspiration to others, and has personally made an important difference to sustainability through their work.

tmnz



2022 Highlights

Short film created about climate, featuring Te Radar, screened at the Awards ceremony.

WATCH THE FILM



Engagement in 2022

655+ people or groups joined us at the Awards

30,500 views of Awards page on SBN website

2,110 interactions with Awards social media campaign

6,019 people reached through Stuff on Awards night

271 entries

71 finalists

10 winners

Climate friendly and waste free event

“

It was an amazing awards event, as always! We are so grateful to have the judge’s commendation, it resonates with us and lets our team know that what we are doing is creating an impact. It gives us that extra fuel to come back next year and hopefully take it out!”

TROW GROUP
SUSTAINABLE BUSINESS AWARDS 2022

WATCH THE ONLINE AWARDS EVENT





Niggly questions?

1. Is my business too big or too small?

Any size organisation, as well as individuals, can enter the Awards. The judges will take the size of the organisation into account when considering the applications.

2. Can collaborations and partnerships enter?

Yes, the more the merrier! Sometimes collaborations take us to new and exciting places, so please tell us about them.

3. Can I enter if I have won before?

Yes!

4. Should I enter if I wasn't previously selected as a finalist?

Of course! We want to hear about your progress.

5. Do I have to be an SBN Impact Investor (member) to enter?

No, anyone can enter.

6. Can overseas projects enter?

Yes, you can enter overseas projects - but only if the technology and ideas were generated here in good old NZ, and you can demonstrate the impact for Aotearoa New Zealand.

7. Is it cheeky to nominate myself?

No! New Zealanders generally don't celebrate their own achievements and we want to change that. You can nominate yourself, someone can nominate you, or you can nominate someone else... However, you do need permission from the organisation involved if entering for them (with the exception of the Sustainability Superstar category).

8. Can I enter more than one category?

Yes, you can enter as many categories as you like, but get ready to spend a little more time - you need to fill in a separate entry form for every category you enter and provide details specific to that category.

9. Who gets to see my entry? Is it confidential?

Entries are compiled by the Awards Team at SBN and sent straight to our Judges. Your entry form is confidential, but if you are chosen as a Finalist, we'll want to tell everyone about the great work you're doing so make sure your initiative/project/business can be talked about!

Top tips to help you stand out

1. Submit pictures or video to support your entry, and try to include examples to illustrate your points.
2. Don't assume that judges will have any prior knowledge of your organisation.
3. Avoid making vague or unsupported claims, and include data and evidence where possible.

Something else?

Contact us at awards@sustainable.org.nz and we'd be happy to help

On behalf of SBN and our awards sponsors and partners:

Good luck with your Awards entry!



Sustainable Business Awards 2023

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Celebrating Excellence in Sustainability

[SUSTAINABLE.ORG.NZ/AWARDS](https://sustainable.org.nz/awards)



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