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### **New Zealand's largest transport infrastructure project takes out Supreme Sustainability Award**

#### **Media Release**

**10pm, 22 November 2018**

The City Rail Link (CRL) has busted through construction and infrastructure industry norms to win New Zealand's highest sustainability accolade.

Winners of the Sustainable Business Network's Supreme Award - the NZI Transforming New Zealand Award - The City Rail Link (CRL) project has proven the infrastructure industry can reduce greenhouse gas emissions and its environmental impact while developing Auckland's much-needed public transport infrastructure. This will result in ongoing reduction in both congestion and carbon.

Taking a long-term view and calculating a whole-of-life footprint of 100 years for the project, the CRL put sustainability at the core of every decision from the outset.

As New Zealand's largest transport infrastructure project, it is leading the change in the way infrastructure projects are designed and delivered. A success factor behind being able to achieve CRL's goal of zero waste to landfill has been supporting and educating the contractor companies and their employees to avoid, reduce, reuse, recycle and recover as much waste as practicable. CRL tracks against its projections all energy, water, materials and waste that is generated on site.

Rachel Brown, CEO Sustainable Business Network, says: "New Zealand's construction industry contributes 40 per cent of the total waste going to landfill in Auckland and CRL has proven this doesn't have to be the case.

"To have the largest civil infrastructure project ever built in New Zealand start with a goal of zero waste means CRL has the potential to show the wider sector the real value of integrating best practice throughout design and construction. It's a great showcase for what can be delivered. The CRL will be a tremendous part of Auckland's public transport infrastructure. It will help demonstrate how New Zealand can move to a low carbon, circular

and more accessible city. City Rail Link exhibits best practice that provides an excellent model for other businesses to follow.”

This year SBN introduced a new award category - Millennial on a Mission. The winner of this category is Olie Body, whose extraordinarily witty and engaging organisation Wā Collective also won the Communicating for Change category and was a finalist for the Supreme Award.

Olie is passionate about ending period poverty, period waste and changing the way we talk and act about menstruation.

She discovered that one third of NZ students have skipped class due to a lack of access to menstrual products. NZ sends 357 million disposable menstrual products to landfill each year and they can take up to 500 years to decompose.

As a result she founded the social enterprise Wā Collective. Every menstrual cup sold subsidises one for someone in need. Each cup lasts 10 years, saving around 2500 disposables from reaching landfill. The team is sustainable in all aspects of the business, from compostable packaging to second-hand postage material.

Through founding and running Wā Collective, Olie has prevented 465,000 disposable menstrual products from entering our landfills this year alone. In the process she has saved menstruators \$160,000 that they would otherwise be collectively spending each year.

The third Supreme Award finalist was the winner of the ‘Going Circular’ category. Ethique has demonstrated how the beauty products industry can lead by example, in this case showing we can tackle plastics by clever design. Ethique avoids the need for plastic packaging and only produces solid bar alternatives to liquid shampoo, conditioner, deodorant, body lotion and self-tanner. The company is growing 300-400% year-on-year with solid exports to USA, Australia and Asia.

Its innovative approach to beauty care products has prevented 500,000 plastic bottles from being disposed of in New Zealand and will reach one million by the end of the year. Ethique calculates that on average, one of its 60g conditioner bars saves 14L of water, compared with the same amount of liquid conditioner, including packaging.

The products are vegan, cruelty free and palm oil free. Its packaging is all compostable and all products and packaging are made in New Zealand. The company takes care to source all its ingredients from sustainable sources, and many of them are Fair Trade.

Garry Taylor, Executive General Manager NZI, the Principal Partner of the Sustainable Business Network Awards, congratulates this year’s winner of the NZI Transforming New Zealand Award.

“NZI’s been a foundation partner of the Sustainable Business Network for over a decade and each year we see award winners who continue to revolutionise the business landscape as we know it.

“A sustainable business takes into account environmental, social and economic factors to create a business model that endures the test of time. This year’s winner ticks all of those boxes. We’re thrilled to play a part in recognising their tremendous efforts.”

**-ends-**

**Notes for editors:**

**Background on each winner's story is detailed below.**

**NZI Sustainable Business Network Award winners and commendations for 2018**

**SUSTAINABILITY SUPERSTAR**

*Sponsored by Enviro-Mark Solutions*

Winner = Tracy Brown, DairyNZ

Commendation = Dave Maslen, NZ Merino Company

**COMMUNICATING FOR CHANGE**

*Sponsored by Cadence Communications*

Winner = Wā Collective

Commendation = Countdown

Commendation = The Rubbish Trip

**HARDWIRED FOR SOCIAL GOOD**

Winner = Kilmarnock Enterprises

Commendation = Sudima Hotels

**PARTNERING FOR GOOD**

*Sponsored by AlSCO*

Winner = Take My Hands

**GOING CIRCULAR**

*Sponsored by Auckland Council*

Winner = Ethique

Commendation = NZAgbiz

**EFFICIENCY CHAMPION**

*Sponsored by Ricoh*

Winner = City Rail Link

Commendation = Auckland District Health Board

Commendation = Fonterra Pahiatua

**SMARTER TRANSPORT**

*Sponsored by WSP Opus*

Winner = Yoogo Share

Commendation = Waste Management NZ

**REVOLUTIONISING ENERGY**

*Sponsored by EECA Business*

Winner = emhTrade

Commendation = Red Stag Timber  
Commendation = solarcity

### **TRANSFORMING FOOD**

*Sponsored by Yealands Family Wines*  
Winner = Our Land of Milk and Honey  
Commendation = Kai Ika

### **RESTORING NATURE**

*Sponsored by Department of Conservation*  
Winner = Auckland Whale and Dolphin Safari  
Commendation = Tahī  
Commendation = Te Whangai Trust

### **MILLENNIAL ON A MISSION**

*Sponsored by Ministry of Youth Development*  
Winner = Olie Body, Wā Collective  
Commendation = Maddison McQueen-Davies, Share a Pair  
Commendation = Olivia Philpott, Watercare

### **SUPREME AWARD: NZI TRANSFORMING NEW ZEALAND AWARD**

Winner = City Rail Link  
Finalist = Wā Collective  
Finalist = Ethique

## **2018 NZI Sustainable Business Network Awards – Winners' stories**

### **Sustainability Superstar**

#### **Tracy Brown, Dairy NZ**

Location: Waikato

Tracy Brown is a sustainability champion for the dairy industry. She chairs the DairyNZ Environmental Leaders Forum, where 100 farmers meet annually in Wellington. They are part of a wider network of 350 dairy farmers across New Zealand. She is a founding member of the Piako Catchment Forum and Mangapapa Catchment Care Group. She's Chair of the Ballance Farm Environment Awards Alumni and is a member of the Dairy Environment Leadership Group which oversees the Water Accord. Her involvement with these various groups allows Tracy to help bring people together from across sectors and communities to collaborate for the betterment of the environment.

Tracy has inspired farmers to make changes to on-farm practices, protect waterways, enhance biodiversity and work towards lowering their environmental footprint. She is helping farmers understand Maori values and tikanga, and has encouraged them to become more culturally responsible. Much of what she does is carried out for love and the good of the

industry. Her farm Tiroroa is an environmental award-winning property where, together with her husband Wynn, she frequently hosts groups and media to share the story of what dairy is doing to be more sustainable.

## Communicating for Change

### **Wā Collective**

Location: Wellington

Wā Collective exists to end period poverty, period waste and the period taboo. Its marketing strategy is to educate Kiwis, specifically 20 – 36 year-olds, about the benefits of switching to a reusable, gold standard Wā menstrual cup instead of using disposable tampons and pads.

The company use humour, coupled with an open and frank approach to talking about menstruation. This breaks down barriers and allows for engaging conversation and education.

Wā Collective has reached hundreds of thousands of people through online communications, including paid advertising, organic reach, partnerships and media coverage. It has prevented 465,000 disposable menstrual products from entering landfills this year alone. This has saved \$160,000 that would have been spent on these products each year. The communications impact has been achieved largely through time and strategic partnerships, starting from next to no seed funding.

## Hardwired for Social Good

### **Kilmarnock Enterprises**

Location: Christchurch

Kilmarnock is a Christchurch-based social enterprise that provides employment, training and support to people with disabilities. It is changing attitudes through education, employment and opportunity, empowering people with disabilities to lead purposeful and dignified lives. By providing a supportive paid work environment, Kilmarnock teaches adults with a range of abilities the skills needed to transition into open employment. Through professional training, social development, health and wellbeing initiatives, and ongoing support, it gives people the confidence and skills they need for success.

Kilmarnock employs 85 people, the majority with disabilities. This year it has hosted around 900 people on tours and presented to almost 5,000 more. It has also recycled more than 4,000 kg of electronic waste.

Operating for 60 years, Kilmarnock is one of NZ's oldest social enterprises. In 2011 the organisation lost the Anzac Poppy contract, and with it 30% of revenue. As a result it

transformed the business, focusing on its unique competencies. It is now a commercially successful, diverse contract manufacturing business with a strong reputation for quality and professionalism.

## Partnering for Good

### **Take My Hands**

Location: Auckland

Take My Hands partners with other organisations to improve health care in the Pacific, while minimising waste in New Zealand. It collects usable medical equipment destined for landfill in NZ, and works with partners in the transport, storage and logistics chain to get that equipment to health providers in the Asia Pacific region, who use it to help people in need. It is estimated that around 600,000 kg of usable medical equipment goes to landfill each year in New Zealand. Meanwhile there is a lack of supplies in the Pacific Islands and spare capacity in our transport, logistics and storage sector.

The first project took place in 2010 when 400kg of artificial limbs were taken to Pakistan for \$50. Since then the scale has grown significantly and this year five large containers of equipment have been sent to the Solomon Islands and Pakistan. The organisation is scoping new projects in Tonga and Fiji.

So far, Take My Hands has sent 72,000 kg of equipment and helped 140,000 people. The estimated impact of its work is \$8 million. It works with four District Health Boards and 30 private health providers, as well as transportation and logistics companies.

## Going Circular

### **Ethique**

Location: Christchurch

Ethique produces solid bar alternatives to liquid shampoo, conditioner, deodorant, body lotion and self-tanner.

Founded in 2012, Ethique is vegan, cruelty free, palm free, and its packaging is all compostable. Its innovative approach to beauty care products has prevented 500,000 plastic bottles from being made and disposed of in New Zealand. The company says this will reach one million by the end of the year. This approach also saves water. Ethique calculates that on average, one of its 60g conditioner bars saves 14L of water, compared with the same amount of liquid conditioner, including packaging. The company is Living Wage certified. Its products and packaging are made in New Zealand. The company takes care to source all its ingredients from sustainable sources, and many of them are Fair Trade.

The company is growing 300-400% year on year. Its largest markets are in the USA, followed by NZ, Australia, Hong Kong, and Taiwan. The next market to grow into will be Japan.

## Efficiency Champion

### City Rail Link

Location: Auckland

City Rail Link (CRL) in Auckland is the largest transport infrastructure project ever to be undertaken in NZ. It will allow the rail network to at least double rail capacity. It is fast tracking its way to efficiency.

CRL's designers and contractors have undertaken a number of efficiency activities to minimise greenhouse gas emissions and optimise resource use, water efficiency and waste avoidance.

CRL's approach is to calculate the projected whole-of-life footprint of the project. Initiatives have been identified through exploring alternative construction methodologies and designs, running resource reduction workshops and undertaking detailed footprinting of alternatives. Contractors have been active participants in these workshops. Specific initiatives include replacing diesel generators with grid-connected transformers, training haulage drivers in fuel-efficient techniques, smart controls on escalators to reduce electricity use, water-efficient fittings and LED street-lighting.

CRL is striving to send zero waste to landfill during construction by supporting and challenging contractors to reduce, reuse, recycle and recover as much waste as practicable.

So far, activities from the first two contracts have saved more than 2,000 tonnes of carbon from construction, and more than 14,000 tonnes of carbon from operations. There has been a 25% reduction in construction water use, and 50% reduction in operational water use at Britomart station. 95% of construction and demolition waste has been diverted from landfill through recycling or re-use.

## Smarter Transport

### Yoogo Share

Region: Auckland (based in Auckland now but originally founded in Christchurch)

Yoogo Share is a 100% electric car sharing service. It is the first of its kind in New Zealand. Founded in Christchurch in February this year, it is now expanding to Auckland.

Yoogo targets three elements of smart mobility: reduced congestion, reduced environmental impact and improved utilisation of the NZ car fleet. It has a fleet of 100 vehicles in

Christchurch. All are 100% electric: a mix of BMW i3s and Hyundai Ioniqs. There are 3,000 members, including both business and private users.

Yoogo focuses on driver education and making its service easy to use, with a 24 hour support service. It has built its own charging infrastructure so cars are always fully charged for the next user. In Christchurch there are 100 charging stations in easily accessible hubs.

In the first six months since launch, Yoogo saved 40 tonnes of carbon in Christchurch alone.

## Revolutionising Energy

### **emhTrade**

Location: Auckland

emhTrade is helping people choose clean, affordable power through a new platform and a personalised app.

emhTrade created the Transactive Energy platform to help electricity retailers and distributors access flexible demand. An app – PowerPal – tells people when to act for cheaper, cleaner or more local power, rewarding them for change. Rewards (funded from the reduced energy market and network costs) encourage further action.

The platform's algorithms predict the cleanest, cheapest or community-oriented times to use power. The app tells people the times relevant to their personal preferences and regular tips help them act.

The PowerPal app has a 80% engagement rate and some consumers are cutting power bills by \$90 a year. When told the NZ electricity system is burning diesel, 35% of users cut electricity use by over 50%. 'Solar Share' consumers (who share solar power between homes that have solar and those that do not) have shared more than 100,000 kWh of clean local energy since the start of 2018. That's 5 million cups of tea!

By harnessing clean tech investment, emhTrade aims to create the power industry's sharing economy.

## Transforming Food

### **Our Land of Milk and Honey**

Location: near Cambridge

Our Land of Milk and Honey is a certified organic dairy farm as well as an apiary and market garden. It is located on the lower foothills of Maungatautari in the Waikato region and has been farmed by the same family for almost a century.

For decades the farm was run as a conventional dairy operation. In 2009 the farm started transitioning to an organic certification, which was completed in 2012. The case for organics stacked up economically, environmentally and socially, as the organics model has people, land and animals at its heart.

Sowing diverse species into pasture has benefited the cows' health, milk production and soil, as well as decreasing nitrate leaching. Transitioning 13 hectares of marginal land into 10 hectares of native wetland regeneration has increased biodiversity. The introduction of bees has increased pollination for both the pasture and regeneration of native species.

The farm worked with Greenhouse Cleantech in 2014 to create a roadmap to get to a 2020 goal of having an innovation-driven, high-value sustainable agricultural practice. Since then, the farm has consulted with EnviroStrat to quantify changes in environmental impact.

## Restoring Nature

### **Auckland Whale & Dolphin Safari**

Location: Auckland

Auckland Whale & Dolphin Safari sets the standard for marine conservation and tourism in New Zealand. Daily safaris make it easy for customers to experience the wildlife of the Hauraki Gulf Marine Park – New Zealand's first and largest national park of the sea. Offering much more than just whale and dolphin watching, the business immerses customers in a conservation experience on board a marine research vessel.

Auckland Whale & Dolphin Safari works closely with the Department of Conservation and research partners. This enables customers to interact directly with marine mammal experts and on-board researchers. Customers actively participate in sample and data collection. Auckland Whale & Dolphin's environmental programme has four components: an inspiring and informative visitor experience; research and partnerships with relevant conservation groups; looking after community and crew; and being environmentally responsible in operations.

The company was started in 2000. Conservation and environmental protection have always been a core part of the business and were the catalyst for its creation. Its idea was simple: if we help protect the incredible natural resource of the Hauraki Gulf, we also help protect the future of the business. In the past 18 months it has made a conscious decision to treat conservation as its core market positioning.

Currently just under 15,000 people participate annually and this is growing.

## Millennial on a Mission

### **Olie Body**

Location: Wellington

Olie founded Wā Collective. She is passionate about ending period poverty, period waste and changing the way we talk and act about menstruation.

She discovered that one third of NZ students have skipped class due to a lack of access to menstrual products. NZ sends 357 million disposable menstrual products to landfill each year and they can take up to 500 years to decompose. As a society we struggle to talk about menstruation, which restricts us from solving some of these issues.

As a result she founded the social enterprise Wā Collective. Every menstrual cup sold subsidises one for someone in need. Each cup lasts 10 years, saving around 2500 disposables from reaching landfill. The team is sustainable in all aspects of the business, from compostable packaging to second-hand postage material.

Through founding and running Wā Collective, Olie has prevented 465,000 disposable menstrual products from entering our landfills just this year. In the process she has saved menstruators \$160,000 that they would otherwise be collectively spending each year.

Wā Collective uses humour to break down barriers. The use of humour, coupled with an open and frank approach to talking about menstruation, has allowed the conversation to grow. Olie has catalysed a nationwide conversation about periods, which is bringing about change.

## Supreme Award: 'NZI Transforming New Zealand Award'

### **Finalists:**

- City Rail Link
- Ethique
- Wā Collective

**WINNER: City Rail Link**