

# THE NOW CROWD

Powered by  
the Sustainable  
Business Network

## WHAT YOU KNOW

Business is rapidly changing. Major disruptive forces are creating new opportunities and revolutionising industries. Sustainability is at the core of this as the speed with which changes are happening are accelerated by key sustainability issues. It is simply fundamental to business success, big and small: to be good global citizens.

“Millennials work for a purpose, not a pay check” (Forbes, 2014), and soon, millennials will make up the majority of the workforce. Research tells us that nearly 50% of millennials plan to leave their current jobs within the next two years for a better workplace experience. Retention is a major business issue. What if there was a way to build engagement and leadership through connecting people to purpose, to drive retention while creating sustainability outcomes for an organisation?

## WHAT YOU NEED TO KNOW

The Now Crowd is a network of people in the early stages of their careers that want to drive sustainability initiatives within their organisations. Our “Why” is to create a platform to connect millennials with their own purpose early in their career and add value back into the businesses they work for.

The Now Crowd is powered by Sustainable Business Network (SBN). SBN is NZ’s largest, longest-standing sustainable business organisation. It knows business of all shapes and sizes. It has 20+ years of experience and over 600 impact investors across the country.

## THE NOW CROWD BENEFITS

**EVENTS** bringing in local experts to speak on business sustainability issues, as well as the opportunity to learn from and engage with other sustainability professionals.

**RESOURCE KITS** for implementing sustainable practice, with practical tools and real life case studies from New Zealand’s top sustainable businesses.

**SUPPORT** from sustainability experts and hearing the latest sustainable business news and updates

**A COMMUNITY** of young professionals building a strong support network across business and industries

The Now Crowd can become a valuable part of your talent strategy to drive retention and engagement. It is a powerful way to build your people’s leadership capacity, while building your organisation’s sustainability profile.

## NEXT STEPS

We would love to speak to you about your people joining others from New Zealand’s most successful companies as members of The Now Crowd.

### GET IN TOUCH

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