



# Northland Sustainable Business Club

## Club Communication No 2 (CC2) February 2009

### 1.0 First Cell Meeting

Around 70 business people from throughout Northland attended cell meetings in Whangarei and Kerikeri on 9<sup>th</sup> and 10<sup>th</sup> February, on the subject of **Energy Efficiency: Opportunities and Bottom Line Benefits**. One of the key messages highlighted during the meetings was that any type of business can typically save around 10% on energy costs through the implementation of very simple measures, often at no cost. With some investment, more significant benefits can be realised.

The cell meetings represent the first of a series of bi-monthly meetings, to be hosted by the recently formed Northland Sustainable Business Club, in partnership with the Sustainable Business Network (SBN).

### 1.1 Keynote Speaker

Kate Alcock, Business Manager of the Energy Efficiency and Conservation Authority (EECA), provided an informed overview of EECA's work with business, the potential benefits of energy efficiency, and examples of the types of EECA support available to Emerging, Follower and Iconic Club businesses. These range from funding for environmental audits, through to toolkits and manuals and the opportunity to enter EECA's energy efficiency awards:

|                               | Emerging Businesses   | Follower Businesses  | Iconic Businesses   |
|-------------------------------|---|--|---|
| SME                           | <ul style="list-style-type: none"> <li>▪ Energy Challenger</li> <li>▪ Emprove Manual</li> <li>▪ TEEP Energy Audit</li> <li>▪ Solar &amp; Wood Energy Grants</li> <li>▪ Energy Intensive Business Grants</li> </ul>  | <ul style="list-style-type: none"> <li>▪ Energy Challenger</li> <li>▪ Emprove Manual</li> <li>▪ Staff Awareness and Motivation kit</li> <li>▪ Targeting and Monitoring brochure</li> <li>▪ TEEP Energy Audit</li> <li>▪ Solar &amp; Wood Energy Grants</li> <li>▪ Energy Intensive Business Grants</li> </ul>  | <ul style="list-style-type: none"> <li>▪ TEEP Energy Audit</li> <li>▪ Staff Awareness and Motivation kit</li> <li>▪ Targeting &amp; Monitoring brochure</li> <li>▪ Good news story in EECA Newsletter/Case Study</li> <li>▪ EECA Awards Entry</li> <li>▪ Solar &amp; Wood Energy Grants</li> <li>▪ Energy Intensive Business Grants</li> </ul>    |
| Energy Use is >\$100,000 p.a. | <ul style="list-style-type: none"> <li>▪ Energy Achiever</li> <li>▪ Emprove Manual</li> <li>▪ Energy Audit funding</li> <li>▪ Solar &amp; Wood Energy Grants</li> <li>▪ Energy Intensive Business Grants</li> </ul> | <ul style="list-style-type: none"> <li>▪ Energy Achiever</li> <li>▪ Emprove Manual</li> <li>▪ Staff Awareness and Motivation kit</li> <li>▪ Targeting and Monitoring brochure</li> <li>▪ Energy Audit Funding</li> <li>▪ Solar &amp; Wood Energy Grants</li> <li>▪ Energy Intensive Business Grants</li> </ul> | <ul style="list-style-type: none"> <li>▪ Staff Awareness and Motivation kit</li> <li>▪ Targeting &amp; Monitoring brochure</li> <li>▪ Good news story in EECA Newsletter/Case Study</li> <li>▪ Energy Audit Funding</li> <li>▪ EECA Awards Entry</li> <li>▪ Solar &amp; Wood Energy Grants</li> <li>▪ Energy Intensive Business Grants</li> </ul> |

### 1.2 Case Study Examples

Case study examples of businesses that had achieved positive outcomes from energy efficiency were highlighted by EECA. Additionally, at the Whangarei meeting, Julian

Young, Energy and Assets Manager of the New Zealand Refining Company, presented on energy efficiency initiatives that the refinery has implemented, outlining how these could be applied to any business. At the Kerikeri meeting, Adriana Rogowski, General Manager of Base Backpackers Paihia Hostel (the Pipi Patch) presented on what her business had achieved in terms of energy efficiency initiatives, indicating that many seemingly small measures (such as regulating the use of the dryer), had resulted in savings of over \$10,000 per year (approximately 23% of Pipi Patch's annual energy bill). This highlighted the value of an independent review, as well as the importance of measurement and monitoring to ensure opportunities can be prioritised, and benefits measured over time.

### 1.3 Sustainable Business Network (SBN)

Dave Clendon, Northern Regional Manager of the Sustainable Business Network (SBN) provided an overview of SBN's services (with a specific focus on energy efficiency), including the new Greenlist directory.

### 1.4 Product Displays

The cell meetings concluded with a display of energy efficient products, ranging from portable energy monitoring devices, to hybrid vehicles, solar panels, energy efficient lighting and alternative power products. Details of products and suppliers are as follows:

| Company Name              | Nature of Business  | Energy Efficient Products   | Contact Details  | Website  |
|---------------------------|---|---|--|--|
| CJ Building Services      | <b>Commercial and Residential Building Services, including sustainable building design and construction</b> | <ul style="list-style-type: none"> <li>Advice, supply and installation of sustainable building products, ranging from insulation materials to joinery</li> </ul>  | <b>Craig Pollard</b><br>M: 021 227 5663<br>P: 09 459 7472 (a/h)<br><a href="mailto:cjbuilding2007@yahoo.com">cjbuilding2007@yahoo.com</a>                        | Not applicable   |
| Feedback Research Limited | <b>Promotion of alternative energy and power saving awareness</b>   | <ul style="list-style-type: none"> <li>Portable energy saving meter (Efergy)</li> </ul>   | <b>Jackson Perry, Director</b><br>P: 09-523 1155<br>E: <a href="mailto:jackson@feedbackresearch.co.nz">jackson@feedbackresearch.co.nz</a>                        | <a href="http://www.feedbackpower.co.nz">www.feedbackpower.co.nz</a>   |
| Home Kerikeri             | <b>Interior design and product supply</b>   | <ul style="list-style-type: none"> <li>Supply of energy efficient products, ranging from lighting to solar heating</li> </ul>   | <b>Paul Graham</b><br>P: (09) 407 9666<br>M: 021 599 645<br>E: <a href="mailto:paul@homekerikeri.co.nz">paul@homekerikeri.co.nz</a>                              | <a href="http://www.homekerikeri.co.nz">www.homekerikeri.co.nz</a>     |
| Northern Honda            | <b>New and Used Car Retail &amp; Maintenance</b>  | <ul style="list-style-type: none"> <li>Hybrid Honda Civic</li> </ul>  | <b>Geoff Pointon, Dealer Principal</b><br>P: (09) 438 2019<br>E: <a href="mailto:geoff.pointon@honda.co.nz">geoff.pointon@honda.co.nz</a>                        | <a href="http://www.honda.co.nz">www.honda.co.nz</a>                   |
| Natural Systems Limited   | <b>Energy Specialists</b>   | <ul style="list-style-type: none"> <li>CurrentCost Meter – internet enabled energy dashboard</li> <li>Dairy farm energy audits</li> <li>Dairy farm electricity generation</li> </ul>  | <b>Malcolm Souness</b><br>P: (03) 376 5547<br>M: 021 565557<br>E: <a href="mailto:malcolm.souness@naturalssystem.co.nz">malcolm.souness@naturalssystem.co.nz</a> | <a href="http://www.naturalsystems.co.nz">www.naturalsystems.co.nz</a> |
| Powersmart Solar          | <b>Renewable Energy System Design, Installation, Commissioning, Project Management</b>                      | <ul style="list-style-type: none"> <li>Grid connected solar systems residential, commercial, utility</li> <li>Stand alone power systems</li> <li>Wind turbine &amp; generator interactive systems</li> <li>Solar system financing &amp; life cycle analysis</li> <li>Installation training &amp; accreditation</li> </ul> | <b>Shane Robinson, Director</b><br>P: (09) 889 0500<br>M: 021 616 005<br>E: <a href="mailto:shane@powersmart solar.com">shane@powersmart solar.com</a>           | <a href="http://www.powersmart solar.com">www.powersmart solar.com</a> |

| Company Name     | Nature of Business                     | Energy Efficient Products   | Contact Details   | Website  |
|------------------|--|---|---|--|
| SolaOn Northland | <b>Solar Water Heating Distributor</b> | <ul style="list-style-type: none"> <li>■ Solar water heating systems</li> </ul>   | <b>Robert Brinsden, Northland Distributor</b><br>P: (09) 436 3902<br>M: 027 287 2105<br>E: <a href="mailto:rwithk@xtra.co.nz">rwithk@xtra.co.nz</a> | <a href="http://www.novaenergy.co.nz">www.novaenergy.co.nz</a> |
| SUNZ             | <b>Energy Specialists</b>              | <ul style="list-style-type: none"> <li>■ Domestic &amp; commercial hot water and pool heating</li> <li>■ Farm dairy solar heating</li> <li>■ Air conditioning &amp; chiller heat recover</li> <li>■ Commercial hot water solutions</li> </ul> | <b>Mike Isaac, Director</b><br>P: 09 263 9839<br>M: 021 378 848<br>E: <a href="mailto:info@sunz.co.nz">info@sunz.co.nz</a>                          | <a href="http://www.sunz.co.nz">www.sunz.co.nz</a>             |

### 1.5 Copies of Cell Meeting Overheads

Copies of all overheads from the First Cell Meeting on Energy Efficiency will be available through the Enterprise Northland website: [www.enterprisenorthland.co.nz](http://www.enterprisenorthland.co.nz).

### 1.6 Useful Website Links on Energy Efficiency

- *Energy Efficiency and Conservation Authority (EECA):*  
[www.eeca.govt.nz](http://www.eeca.govt.nz), [www.energywise.org.nz](http://www.energywise.org.nz), [www.eecabusiness.govt.nz](http://www.eecabusiness.govt.nz)
- *Tourism Energy Efficiency Project & Case Studies:*  
[www.tianz.org.nz](http://www.tianz.org.nz)
- *Tourism Sector Sustainability Guides:*  
[www.tourism.govt.nz/sustainability](http://www.tourism.govt.nz/sustainability)
- *Greenfleet:*  
[www.greenfleet.org.nz](http://www.greenfleet.org.nz)

## 2.0 Feedback from Club Launch & First Cell Meeting

We have received great feedback following the Club Launch in late November, with many businesses joining the Club, and embracing the opportunity to network, learn more about how sustainability relates to their business practices and share ideas and experiences. Over 20 businesses have also expressed an interest in SBN's Get Sustainable Challenge, opening up opportunities for more targeted and practically-focused training workshops to be delivered to Northland businesses in areas such as Energy, Transport, Waste, Healthy Workplace Community Involvement, Valuing Your People, Values & Culture and Paper & Office Supplies.

Feedback from our first cell meetings indicates that participants would like to see further emphasis on case studies and discussion, and to address this, we are proposing to allocate an additional 30 minutes to future sessions (commencing at 4:00pm). Product demonstrations and the availability of a range of written information were particularly well received, and we will continue to provide these at future cell meetings.

## 3.0 Future Activity

We are pleased to see so many businesses taking up the invitation to attend our inaugural Club events. The future success of the Club will be dependent on businesses continuing to embrace the opportunity to network, learn new information, share experiences across sectors and celebrate sustainable performance. Accordingly, achieving and maintaining a

critical mass will be important. Our expectation is that attendance will continue to grow, and that Club members will, both individually and collectively with other businesses within their cell group, begin to harness new opportunities. One example of where this could be achieved across business sectors is the integration of sustainability into supply chain practices.

We recognise the strength and importance of local case studies, and that the real success of the Business Club will be in achieving positive improvements in sustainability performance, both within individual businesses, and across the Northland region as a whole. If you have a successful story that you would like to share with other Club members, or a product or service that other Club members could benefit from (in terms of helping to improve sustainability performance), please let us know.

Please note the following dates in your diaries. Attendance is free of charge, and refreshments will be provided. Further details regarding venues and timings will be provided prior to these cell meetings:

**April 2009 Cell Meetings:**

Kerikeri 6<sup>th</sup> April 2009, 4.00 - 6.00 pm (venue to be advised).  
 Whangarei 7<sup>th</sup> April 2009, 4.00 - 6.00 pm (venue to be advised)

**Subject:** Waste Management - Challenges and Opportunities: Workshop, Case Studies, Products, Discussion

**June 2009 Cell Meetings:**

Kerikeri 8<sup>th</sup> June 2009, 4.00 - 6.00 pm (venue to be advised).  
 Whangarei 9<sup>th</sup> June 2009, 4.00 - 6.00 pm (venue to be advised)

**Subject:** Valuing Your People - Challenges and Opportunities: Workshop, Case Studies, Tools, Discussion

**Possible Future Topics:**

Supply Chain, Carbon Management, Transport, Greening Your Office.....

**4.0 Feed Back Form and Club Registration**

Your feedback is important to us, and we encourage all businesses to take the time to complete the feedback forms which we will distribute at each Club event. This will help us to ensure that Business Club activities are tailored to best meet your needs.

If you would like to register to join the Northland Sustainable Business Club (and have not done so already), please contact Diane Lee at Enterprise Northland on (09) 438 5110, or [diane@enterprisenorthland.co.nz](mailto:diane@enterprisenorthland.co.nz).

*Thank you for your interest in the Business Club, and we look forward to seeing you at future events.*

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|---|--|--|
| <p>Tomas Lindstroem<br/>                 Community Project Development Officer<br/>                 Enterprise Northland</p> <p>P: (09) 438 5110<br/>                 M: 0272 555 618<br/> <a href="mailto:tomas@enterprisenorthland.co.nz">tomas@enterprisenorthland.co.nz</a></p> | <p>Lisa Martin<br/>                 Director<br/>                 Sustainz Business Solutions<br/>                 (Club Facilitator)</p> <p>P: 09 415 4191<br/>                 M: 027 255 1302<br/> <a href="mailto:lisam.martin@xtra.co.nz">lisam.martin@xtra.co.nz</a></p> | <p>David Clendon<br/>                 Northern Regional Manager<br/>                 Sustainable Business Network</p> <p>P: 09 826 5642<br/>                 M: 027 278 0633<br/> <a href="mailto:david@sustainable.org.nz">david@sustainable.org.nz</a></p> |
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