

Overview of Northland Sustainable Business Club November 2008

This document provides a brief overview of the expected scope, objectives, structure, services and organisation of the Northland Sustainable Business Club.

Objectives

- To recognize achieving companies
- To disseminate good practice regarding sustainability performance
 - within sectors and
 - across sectors
- To introduce more companies to sustainable business concepts
- To offer a range of support mechanisms and resources
- To provide structure for recognizing and rewarding good performance.

Structure



Emerging Companies

- Embryonic understanding
- Interested and committed to learning more and taking positive action
- Variable levels of understanding
- Preparedness to invest and to work collaboratively.

Follower Companies (approx 20)

- Commitment to sustainability concepts
- Have some practices in place
- Keen and receptive-want exposure to best practice
- Collaborative ideal-high level of disclosure about themselves.

Iconic Companies (approx 5)

- Espouse and reflect sustainability ethos and best practice
- Ability to be role models and mentors
- Have the interest to be enablers, leaders and influencers.

Membership

Open to all Northland-based businesses, of any size and sector of operation. Membership as an Iconic Business will be by invitation only.

Services to the Different Levels

	Emerging	Followers	Iconic
What they will do	<ul style="list-style-type: none"> o Participate in learning opportunities. o Disclose gains and learning. o Commitment to programs. 	<ul style="list-style-type: none"> o Participate in club activities. o Take up and feed back progress. o Disclose enablers they have identified. 	<ul style="list-style-type: none"> o Be visible role models. o Be available as mentors (some limit). o Be geographic cluster leaders. o Disclose learnings.
What the club will give them	<ul style="list-style-type: none"> o Structured learning programs and resources. o Targeted resources and tools. o Recognition process. o Exposure to icons and followers. o Informed advice, relationships, promotion, leadership. 	<ul style="list-style-type: none"> o Access to icons. o Seminars and targeted learning opportunities. o Targeted resources and tools. o Award mechanism. o Visibility. o Advice, relationships, promotion, leadership. 	<ul style="list-style-type: none"> o Visibility and recognition. o Award mechanism. o Promotion to gain financial benefits. o Ongoing learning opportunities, access to targeted assistance. o Cross sectoral exposure to initiatives, opportunities, enabling tools.
How or who will deliver	<ul style="list-style-type: none"> o SBN Get Sustainable Challenge (GSC). o Enterprise Training – introductory workshops. o Geographic or sectoral cluster seminars and discussion groups. o Targeted, issue specific resources. 	<ul style="list-style-type: none"> o Sustainable Tourism Charter resources, framework, GSC. o SBN Get Sustainable Challenge awards. o Industry-specific sustainability awards. o Targeted, issue specific resources. o Geographic or sectoral cluster seminars and discussion groups. o Enterprise Training – focused subject workshops. 	<ul style="list-style-type: none"> o SBN and industry-specific awards. o Resources from Sustainable Tourism Charter, GSC. o Geographic or sectoral cluster seminars and discussion groups. o Visiting expert presentations. o Cross sectoral leadership forum. o Geographic or sectoral cluster seminars and discussion groups.

Overall Organisation

- Partnership with Sustainable Business Network (SBN) and support from a range of organisations, including government agencies, NGO's, business and regulatory authorities.
- Three tiers of business – *Emerging, Followers, Iconic*.
- Geographic cells – initially Whangarei and Kerikeri (with scope to develop in Kaitaia and Kaipara over time); each led by an icon.
- Bi-monthly cell meetings – to include case study partners and contributors on specified subject(s), and discussions of key learnings and discoveries. Meetings to be held either midday or between 16:30 and 18:30 hrs. Opportunity for venues to be sponsored or hosted by member companies.
- Six monthly (or three times a year) full business club meetings (off season).

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