

What is the initiative/piece of research?

- The project aims to collect data from New Zealand enterprises in relation to the sustainability policies they have in place, either to reduce emissions, increase product durability, reduce energy consumption, and reduce waste. The main research question is: *What are the processes that New Zealand firms have designed to reduce their environmental footprint?*
- The pressure from customers and other stakeholders for firms to become more sustainable is increasing, so firms may need to move from pure rhetoric into practice in order to remain competitive. It's also believed that corporate social responsibility (CSR) and social license to operate are becoming more ingrained in the strategic decisions of companies. Furthermore, recent field research suggests that firms are engaging with circular flow models, attempting to imitate nature in their use of resources
- This research aims to shed light on the area from the perspectives of firms, to further corroborate with the view of their stakeholders

What kind of participation are you seeking, and from what organisation/sector

- The only participation we are seeking is for a brief interview running roughly 45 minutes with a chief executive or head of sustainability. These interviews of course can be made anonymous, but will need to be transcribed and recorded for the sake of research. We are seeking essentially any firm whether that be B2B, B2C, or Government.

What time commitment will be involved for participants, and what is the deadline?

- Time commitment isn't a massive talking point with our research. We only require a 45 minute interview (give or take). Discussion to arrange meetings is also a time commitment here but is negligible. After the interview is finished, participants need not worry about follow ups to their interviews. The deadline for this research is February 15th 2024.

What value could this bring to participants?

- This research could provide many benefits to participants, the first of these being recognition and visibility. Of course this would only be a benefit if the firm chooses *not* to remain anonymous. However, the recognition and positive exposure firms could reap is an instant delivery of value.
- There is also the potential for our research to have positive impacts in the future for participating industries. We all need to work as hard as we can to mitigate the climate change issue, hence our research could be used further down the line to further reduce the carbon footprint of a range of participating industries

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