



Sustainable
Business Council

WBC
Global
Network

Sustainable Business Council – Annual Plan 2024/25

Mobilising New Zealand's most ambitious businesses to build a thriving and sustainable future for all New Zealanders

www.sbc.org.nz



Foreword

The year ahead

As our businesses continue to navigate increasingly challenging economic headwinds, I remain heartened and inspired to see focus remain on the sustainability journeys before them. In times of challenge, it's natural to turn to what is immediately before us. Yet it's important to retain a longer-term view.

At a strategic level, sustainability provides a north star – it also makes operations more efficient, reduces waste, allows businesses to effectively communicate with customers and employees, and enhances supply chain resilience. All these factors can lessen the impact of fiscal challenges and contribute to a faster recovery.

Which is why the SBC team stands ready to work alongside our members, at pace and with impact, to help meet the challenges posed by the complex operating environment we find ourselves in. Now is not the time to lose our momentum. If we are to secure a sustainable low emissions and climate resilient future – we must be bolder, and more ambitious. For SBC this means incorporating a new aspiration into our Strategy – achieving *A New Zealand that is Climate and Nature positive by 2050*. Details are set out in this Annual Plan.

Delivering for our members and New Zealand

As the Coalition Government works to deliver the country's second emissions reduction plan and its strategy for securing our domestic and international climate targets, we will continue to work closely alongside the Climate Leaders Coalition to advocate on matters of importance to our member organisations. We are committed to providing practical solutions and ideas to Government, as a trusted and collective business voice.

As the nexus of nature and climate action becomes increasingly important to business, the coming year will see us embark on delivering the first phase of our Nature programme.

Our work to strengthen the S in ESG will help people remain at the very forefront of our work, with priorities that are centred around ensuring social outcomes are embedded into the practices and decision-making of our member businesses through key collaborations and capability building opportunities.

Critically, leadership across the breadth of sustainability will continue to underpin our work.

Stepping up to the challenge

The following document sets out our Strategic Framework, and the detailed work programme plan for the year ahead.

The SBC team is energised and ready to deliver the key priorities and outcomes outlined in this plan for our members, for business more broadly, for nature and most importantly for New Zealanders.



Mike Burrell
Executive Director

SBC Strategic Framework

The [SBC Strategy 2023 – 2027](#) sets out the approach we will take to achieving our vision, purpose and ambition. The strategy is supported by an annual work plan, outlining our deliverables and performance indicators for the year ahead. The following document sets out that Plan for 2024/25.

SBC/CLC VISION

A New Zealand where business, people and nature thrive together.

PURPOSE

To mobilise New Zealand’s most ambitious businesses to build a thriving and sustainable future for all.

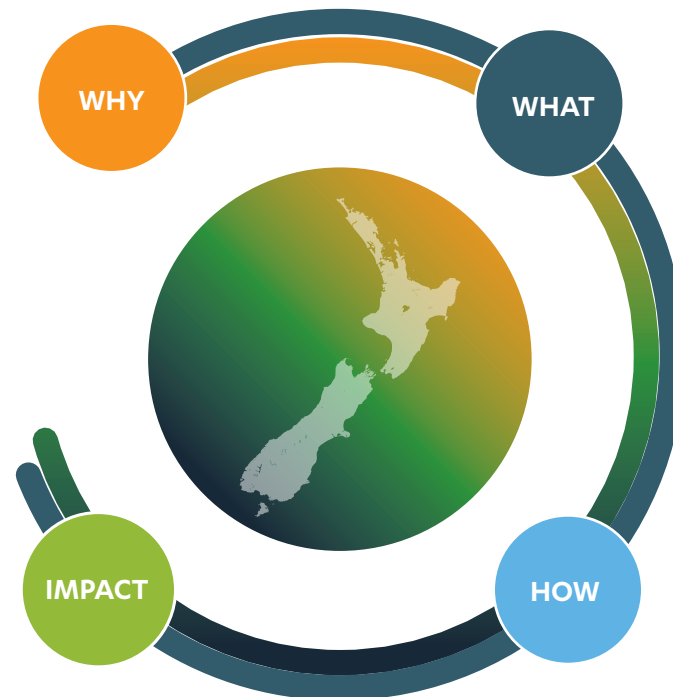
ASPIRATION

A New Zealand that is Climate and Nature positive by 2050.

BY 2030

New Zealand businesses are:

- Reducing emissions in line with national and international requirements;
- Preparing for and adapt to a changing climate;
- Placing people and communities at the core of their business decision-making; and
- Balancing economic, environmental, and social outcomes in their business models and value proposition



LEADERSHIP IN SUSTAINABILITY

Supporting members to be ambitious on sustainability and encouraging other businesses to go further.

ACTION ON CLIMATE AND NATURE

Accelerating the transition to a future that is zero emissions, resilient, and nature regenerative.

THRIVING PEOPLE

Members are contributing to a just transition and acting on the most material issues facing society.

MEMBER SERVICES

Capability building, collaborations, peer-to-peer learning, events, storytelling, communications.

MEMBER REPRESENTATION

Partnerships, advocacy, media engagement, international engagement, thought leadership.

Making it happen

Our Strategy in action 2024/2025

VISION: A New Zealand where business, people and nature thrive together.

PURPOSE: To mobilise New Zealand’s most ambitious businesses to build a thriving and sustainable future for all.

AMBIITION: New Zealand is climate and nature positive by 2050.

PILLARS	LEADERSHIP IN SUSTAINABILITY	ACTION ON CLIMATE AND NATURE	THRIVING PEOPLE
2024/25 KEY PRIORITIES	<ul style="list-style-type: none"> Mobilise executive leaders to tackle shared challenges Deliver thought leadership with members and the World Business Council For Sustainable Development (WBCSD) Support members on sustainability fundamentals through research reports, guides, webinars, events, training, advice and collaborations Partner with other organisations (e.g. Institute of Directors to upskill Board members) 	<ul style="list-style-type: none"> Members reduce emissions in their own businesses Government advocacy on climate policy (with Climate Leaders Coalition) Momentum of heavy freight decarbonisation collaboration Deliver the 16th Climate Change & Business Conference Develop nature-related capability building tools Explore potential nature collaborations Deliver thought leadership reports to advance climate action in partnership with members, the WBCSD and stakeholders 	<ul style="list-style-type: none"> Promote social sustainability ESG tools and resources to support good practice Facilitate member collaborations on community impact and employment practices Provide thought leadership on emerging social sustainability issues and use members’ experience to enable change
2024/25 OUTCOMES	<ul style="list-style-type: none"> Executive leaders prioritise sustainability within business decisions Access to global insights enhances member sustainability initiatives Members are upskilled and confident to lead out on sustainability SBC’s work is amplified and complemented by the work of other sustainability organisations 	<ul style="list-style-type: none"> Members meet their SBC climate commitments Government policy maintains ambition on climate, and reflects SBC/CLC priorities Grow awareness of potential for market led freight decarbonisation mechanism Conference is financially sustainable and we see an improvement in member feedback Members understand the role of nature positive actions and there is more alignment of activity Members commit to a targeted nature collaboration Members are aware of emerging issues, international best practice and are profiled on the global stage 	<ul style="list-style-type: none"> Members embed social outcomes into business practices and decision making Member-led collaborations support social impact Members have strengthened the ‘S’ (Social) in ESG within their governance structures and business activities



LEADERSHIP IN SUSTAINABILITY WORKPLAN

Programme pillar	Priorities	Outcomes
Supporting members to be ambitious on sustainability and encouraging other businesses to go further	Activating changemakers Bringing together CEOs and Executives to workshop shared challenges, and highlighting CEO leadership through our 'Insights from the Top' series	A culture of information sharing is developed among members
	Thought leadership Working with the WBCSD to showcase their insights, and sharing SBC member best practice on their platforms	Members are given exposure to international best practice and the opportunity to share their work on a global stage
	Communities of practice Facilitating communities of practice on recession proofing sustainability and on communications, brand and marketing	Members are connected into peers, and B2B learning is achieved in a self-sustaining way
	Capability building Supporting members on their sustainability journeys through training, resources, research and peer-to-peer learning and brokering relationships	Members are upskilled and feel confident to lead out on sustainability
	Partnerships Working with other key organisations including the Institute of Directors to upskill Board members, and the BusinessNZ Network to engage SMEs	SBC's work is amplified and complemented by the work of other likeminded organisations in the sustainability ecosystem
	Setting ambition Setting and reviewing member commitments and performance via our biennial member review	SBC's members are encouraged to adopt best practice in embedding sustainability within their businesses



ACTION ON CLIMATE AND NATURE WORKPLAN

Programme pillar	Priorities	Outcomes
Accelerating the transition to a future that is zero-emissions, resilient and nature positive	<p>Climate advocacy</p> <p>Working closely with the Climate Leaders Coalition to influence ambitious bipartisan government climate policy:</p> <ul style="list-style-type: none"> - The development of the second Emissions Reduction Plan - Seeking high-value, high-impact advocacy opportunities 	Government policy maintains high-level ambition on climate, reflecting priorities of SBC and CLC members
	<p>Capability building</p> <p>Delivery of capability building opportunities across climate mitigation, adaptation, nature, and transition</p> <p>Continue upskilling and supporting members on mandatory reporting requirements</p>	Members are supported and enabled to adapt, transition and make emissions reductions at pace
	<p>Collaborations</p> <p>Maintaining momentum and delivery of the remaining heavy freight decarbonisation work</p> <p>Ongoing delivery of working groups enabling learning across adaptation and nature</p> <p>Targeted nature forum stood-up</p>	<p>Concepts for business led activity is progressed in climate and nature</p> <p>Members advance their efforts in relation to adaptation and nature</p>
	<p>Thought leadership</p> <p>Delivery of quarterly thought leadership reports to advance climate action in partnership with members</p>	SBC positioned as thought leader in relation to emerging issues
	<p>Partnerships</p> <p>Concept testing of a large-scale member-led nature partnership</p> <p>Delivery of the 16th Climate Change & Business Conference in partnership with the Environmental Defence Society</p> <p>Maintaining close connection with the Climate Leaders Coalition (CLC) including providing ongoing secretariat support</p>	Maintain climate action prioritisation, and adapt to current content



THRIVING PEOPLE WORKPLAN

Programme pillar	Priorities	Outcomes
<p>Members are contributing to a just transition and acting on resolving the most material issues facing society. They are building prosperous businesses that work with communities, so no-one is left behind</p>	<p>Capability building Promoting uptake of the social sustainability maturity matrix and deliver practical guidance on impactful community investment good practice</p>	Members have embedded social outcomes into business practices and decision making
	<p>Collaborations Facilitation of three scalable collaborations across community impact, supply chain due diligence (addressing Modern Slavery and Human Rights risk), and employment practices**</p>	Positive impact beyond what can be achieved by any single business
	<p>Collective leadership and action Galvanizing businesses around a series of common social sustainability challenges to support just transitions, by exploring the appetite and systems conditions needed to tackle these issues</p>	Member-led collective action is supporting businesses to have greater social impact
	<p>Connection Hosting 3 in person networking events and delivering 5 bimonthly webinars aimed at lifting the effectiveness of social sustainability practices</p>	Members have strengthened the 'S' in ESG within their governance structures and business activities
<p>**Includes possible scaling of the THRIVE Future Work pilot.</p>		

Supporting our members

Member Services, Communications and Events

Underpinning much of the work in our key pillar areas, the Member Services, Communications and Events team works to support both the SBC team and the wider membership.

MEMBER SERVICES

Through our broad work programme, we support members on their own individual sustainability journeys by brokering relationships, sharing resources, tools, and advice. We identify areas of common challenges and work to unlock opportunities for collaboration among groups of members, accelerating action on sustainability through the strength of our collective network voice. A key part of this support for members is delivered through dedicated relationship managers to plug into the business network.

COMMUNICATIONS

The Communications and Events team plays a role in supporting and communicating many of the projects across SBC's work programme. We work closely with the project leaders to provide support in crafting clear, engaging communications that showcase their work, and also lead out on the delivery of a number of other key ongoing initiatives (see below).

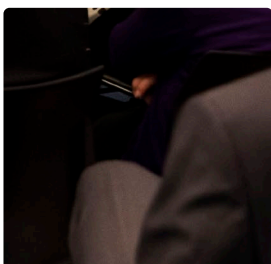
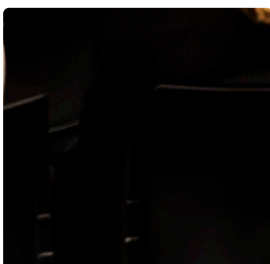
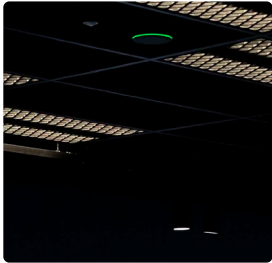
A key objective of SBC's communications is to inspire and empower our members. This includes showcasing stories and achievements, both from within the membership and externally, that demonstrate strong business leadership in sustainability. We work with our members to celebrate and amplify their work through our weekly Pānui newsletter, LinkedIn platform and website. Our team plays a role in identifying emerging educational opportunities, and seeks to develop content aligned to educating our membership on developing issues such as Greenwashing. We also use our relationship with a range of media platforms to harness emerging opportunities to positively influence the public's perception of sustainable business.

EVENTS

Our events are not only key touchpoints for us to inform, learn from, engage and connect with our members, they also provide opportunities for the membership to showcase its leadership, learnings and challenges. We host over 50 events annually, including conferences, online learning events, partnered events with members, workshops, guest speakers and in-person networking opportunities.

Face-to-face connection is important to us, and our annual 'SBC Connects' networking events play an important part in bringing the membership together. This year, we will celebrate SBC's 25th Anniversary, marking the significant work we have delivered with members and partners across the last quarter of a century.

The Communications and Events team will also play a significant role in the delivery of the 16th Climate Change & Business Conference. The 2024 event will continue to provide key networking opportunities for members, and the ability to be at the forefront of critical topics of conversation with a programme that aims to challenge and inspire delegates.



About us

The Sustainable Business Council (SBC) is an Executive-led membership organisation with over 130 businesses from all sectors, ambitious for a sustainable New Zealand.

Our vision is a New Zealand where business, people and nature thrive together. We actively work to fulfil our purpose of mobilising New Zealand's most ambitious businesses to build thriving and sustainable future for all. Our network gives our members unparalleled influence and empowers them to take large-scale collective action. SBC connects member businesses, partners, and sectors to create impact that no single business could achieve alone.

We hold our members to account by asking them to fulfil member commitments and championing our members to be at the leading edge of sustainability. In doing so, we inspire other businesses to take action.

Join us

We welcome organisations who are ambitious for a more sustainable Aotearoa New Zealand to join the SBC membership. Visit our website below and get in touch with us to learn more about becoming a member.

sbc@businessnz.org.nz

www.sbc.org.nz



41% of New Zealand's GDP
(41%, 2023)



130 members
(139, 2023)



276,532 full-time jobs
(286,639, 2023)



14% of New Zealand's labour force
(15%, 2023)



\$169 billion collective turnover
(158b, 2023)

(Members, Jobs and Turnover as of June 2024)

Businesses from all sectors, ambitious for a sustainable New Zealand

