

"What will a sustainable business sector look like, and how will it function?"

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This presentation will briefly cover the mega trends which are helping foster sustainable business growth and the responses from business as a result.

Mega Trends for sustainable business sector

A number of trends are emerging creating the environment for growth of sustainable business:

- **International agreements** (labour, carbon etc) will increase the levelling out of environmental and employment costs and will encourage a shift back to local production;
- **Local pricing signals** (ETS/ carbon taxes etc) will be stronger taxing pollutants while shifting off employment.
- **Global markets** (LOHAS – Lifestyles of Health and Sustainability) will continue as key sustainability issues (climate variation, biodiversity etc) worsen
- **Business investment** will focus on risk mitigation and responsible business issues – avoiding risky investments

How Sustainable Businesses are now responding.

Sustainable business that are leveraging off the NZ 'clean green' country branding will become increasingly competitive (particularly in energy supply & use, food production and tourism) – reference to 100% Pure Campaign and international success of EcoStore.

Business will use Strategic (Sustainable) Focus linked to operational excellence to grab market share and examine their role in re-generative business – socially and environmentally. It's not business as usual anymore. Social innovators like Ray Avery (health care solutions) and the NZ Housing Federation, with its affordable housing are emerging in force. We are also seeing smart new renewable solutions e.g. Windndflow & Lanzatec, which signal the growth of green jobs and interesting new models helping create local markets, and Solar Cities, where every home has a solar hot water system. The Growth of Markets and Food Coops focusing on providing to local customers with local, organic produce is also evident.