

POWERED BY:

sustainable
BUSINESS NETWORK
Reshaping Profit

Rachel Brown Founder & CEO



New Zealand/Aotearoa

Largest city: Auckland (1/3 of national population)

Government: productive, inclusive & sustainable

First country to give women the vote

Aim Living Standards Budget 2019

Country that dawns first each day

1/3 protected as parks/reserves

Indigenous people: Maori

Capital: Wellington

Pop: 4.75 million



Data SIO, NOAA, U.S. Navy, NGA, GEBCO
Imagery Landsat / Corona/USGS
Imagery PANORAMIC
Imagery U.S. Geological Survey

Google Earth

2°16'10.02" S 167°40'12.05" E eye at 11830.70 km

OUR PURPOSE

Empowering business so people and nature prosper



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OUR MISSION AND VISION
**Always connect. Always inspire. Build unstoppable
momentum to restore Aotearoa.**



Circular Economy Accelerator

OUTLINE OF A CIRCULAR ECONOMY

PRINCIPLE

1

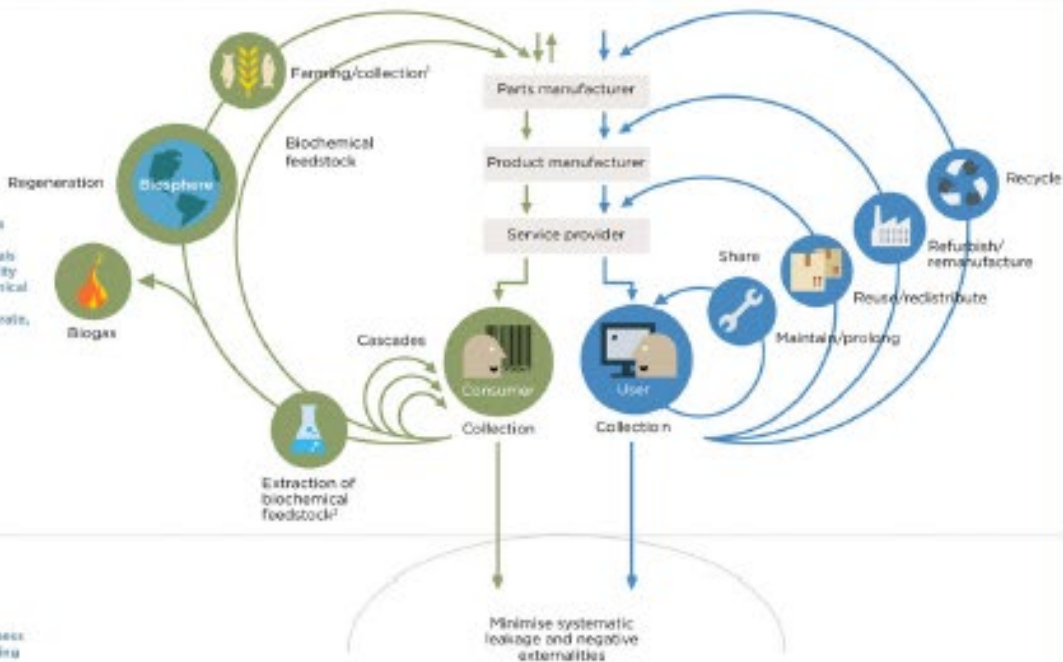
Preserve and enhance natural capital by controlling finite stocks and balancing renewable resource flows. ReSOLVE levers: regenerate, virtualise, exchange.



PRINCIPLE

2

Optimise resource yields by circulating products, components and materials in use at the highest utility at all times in both technical and biological cycles. ReSOLVE levers: regenerate, share, optimise, loop.

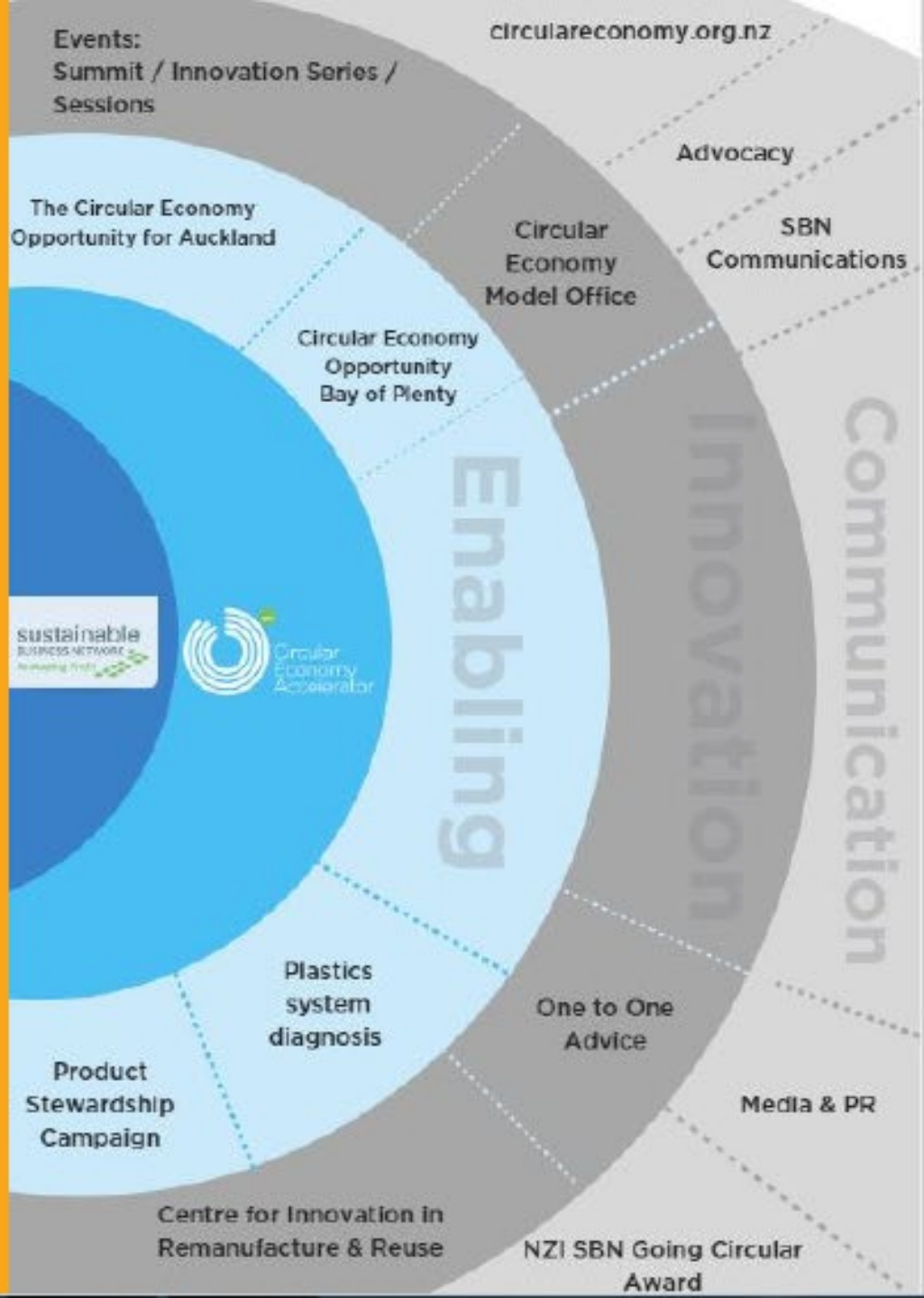


PRINCIPLE

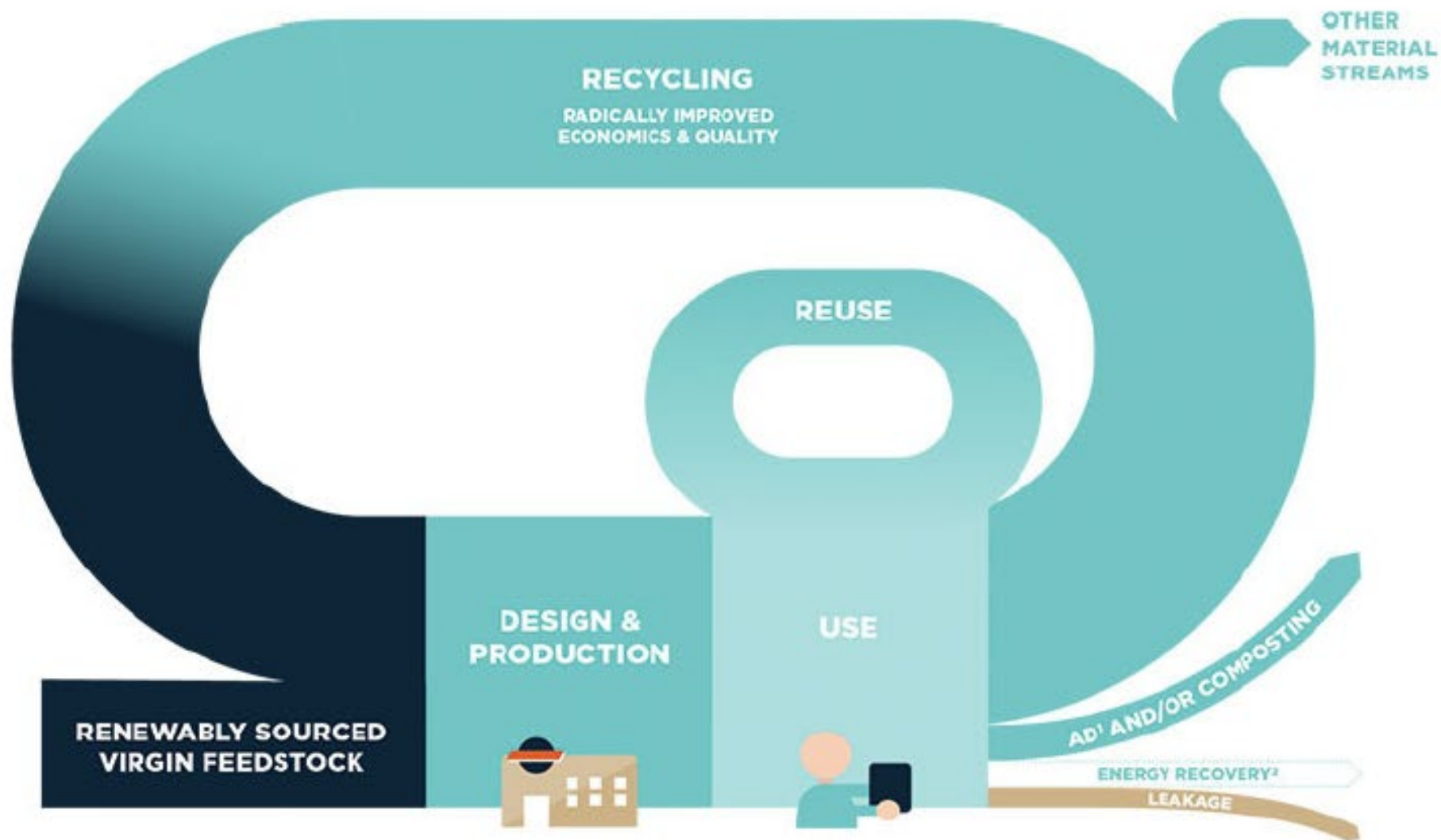
3

Foster system effectiveness by revealing and designing out negative externalities. All ReSOLVE levers.

1. Hunting and fishing
2. Can take both acid-cycled and post-consumer waste as an input
Source: Ellen MacArthur Foundation, IAP2, and Holmead Center for Business and Environment. Drawing from Braungart & McDonough, Cradle to Cradle (2002).



1 CREATE AN EFFECTIVE AFTER-USE PLASTICS ECONOMY



3 DECOUPLE PLASTICS FROM FOSSIL FEEDSTOCKS

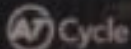
2 DRASTICALLY REDUCE THE LEAKAGE OF PLASTICS INTO NATURAL SYSTEMS & OTHER NEGATIVE EXTERNALITIES



Cycle trips today

Cycle trips this year

1009



www.a7.govt.nz


SMART TRANSPORT

The Smart Procurement Guide to Waste Services



Written by the Sustainable Business Network, in conjunction with:





Empowering business
so people and nature
prosper