



NEW ZEALAND
TRADE & ENTERPRISE
Te Taurapa Tūhono

NAVIGATING THE FUTURE: **GLOBAL SUSTAINABILITY TRENDS, AND TOOLS FOR EXPORTERS TO PREPARE**

Thursday 26 May 2023 | Florence Van Dyke

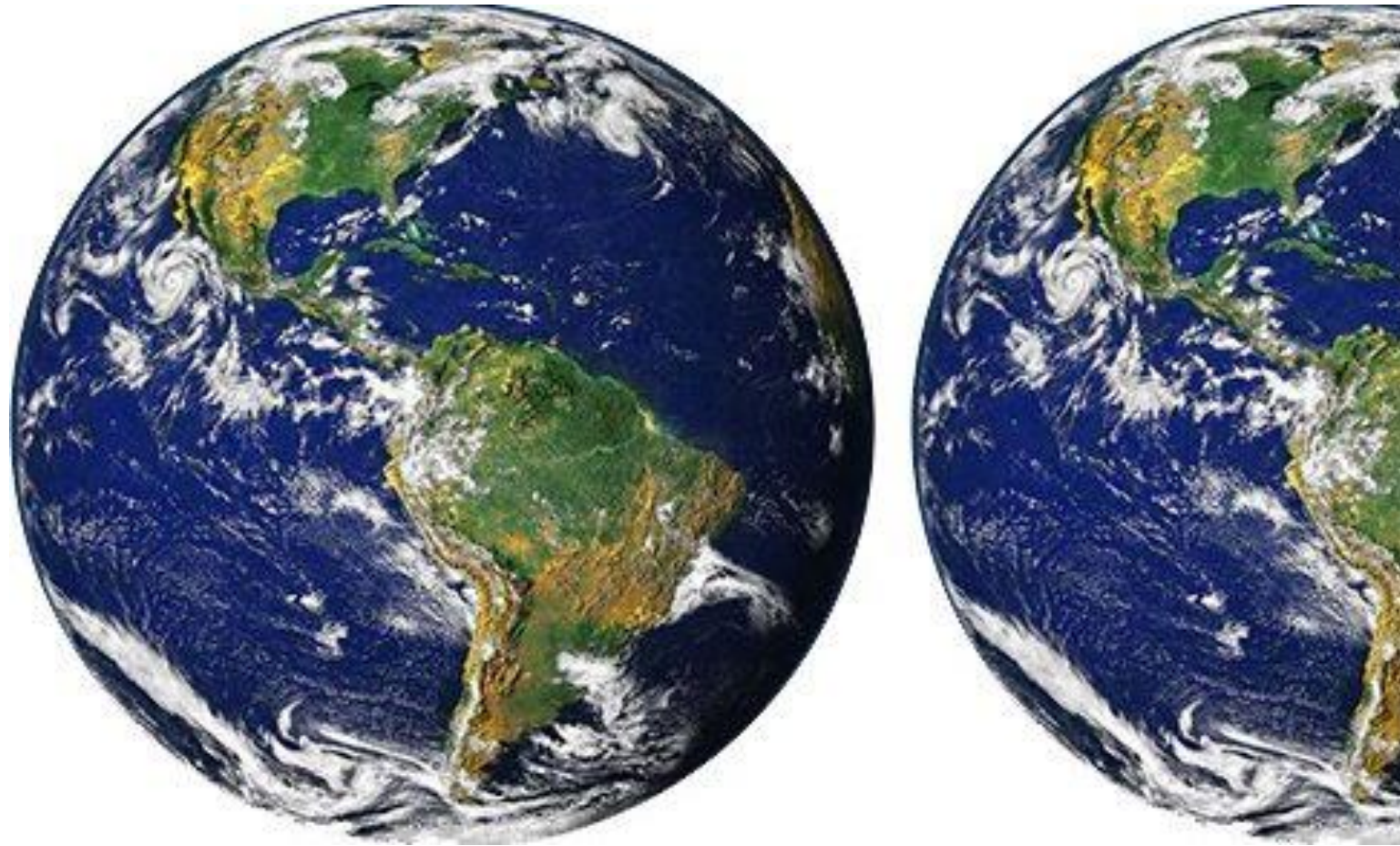
Ko au te awa, ko to awa ko au. I am the river and the river is me.



Why are we here?

1. What is driving sustainability as the future of the commercial world?
2. What tools can the natural health industry use to respond?
3. How can New Zealand future-proof commitments to be a long-term sustainability leader in this sector?

We are using the planet's resources at 1.7 x the rate they can be replenished



New UN Report offers a 'survival guide for humanity' in the face of climate change



UN Sustainable
Development Group

20 March 2023





Consumers' spending habits are changing

66%

Consumers ranked sustainability as a top five value driver in 2022

+16%

from 2021

Global Sustainability Study, Simon-Kucher & Partners, September 2022, conducted across 10,000 people and 17 countries.

Premium New Zealand Honey sold in Italy is one example

146%

potential premium for organic honey, in a study of environmentally-focussed Italian consumers

myNZTE.

Discover

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Beachheads

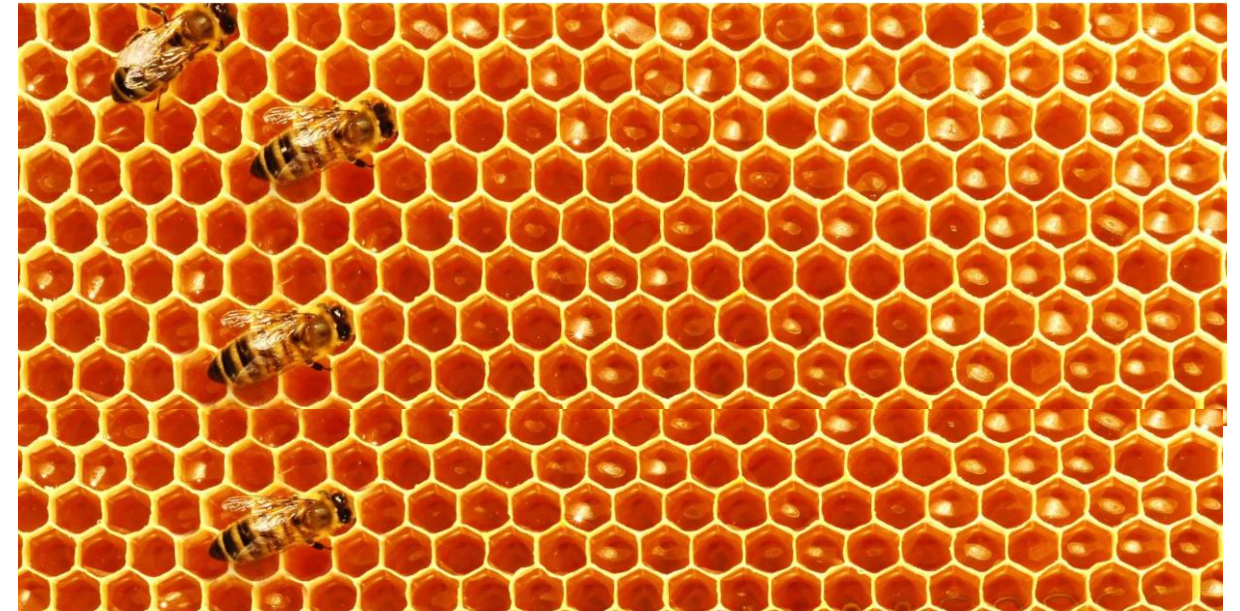
Upskill ▾

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How to position honey & supplements in NZ's major export markets


Market Research Team New Zealand Trade and Enterprise





**Chia Sisters Values.
Sustainability. Innovation. Nutrition.**



Chia Sisters 

**Chia
Natural Energy**

Orange & Passionfruit Superfood

Made in
Nelson, NZ



Magnesium for
Natural Energy
Plant Omega 3
Electrolytes

All natural







BOTTLED
by the
SUN

Batch 4. Orange,
mango & apple juice

Made by
Our Sippers in our solar powered plant. 100%

BOTTLED
by the
SUN

Batch 2. New Zealand
feijoa & apple juice

Made by
Our Sippers in our solar powered plant. 100%

BOTTLED
by the
SUN

Batch 3. Nelson apple
& boysenberry juice

Made by
Our Sippers in our solar powered plant. 100%

BOTTLED
by the
SUN

Batch 1. Fresh pressed
Nelson apple juice

Made by
Our Sippers in our solar powered plant. 100%

CHIA sisters become Nelson's first accredited living wage employers

Jess Gibson • 11:12, Jun 10 2018



CHIA

Chia is Nelson's first accredited living wage employers. Pictured are owners Florence and Chloe Van Dyke.



Employees are demanding action

75% of Millennials and Gen Z say the world is at an environmental tipping point.

39% have rejected a job or assignment based on personal ethics

Less than 20% say their employer is doing enough to combat climate change

Gen Z and Millennial Survey, Deloitte Global, 20,000 surveyed across 46 countries, 2022



Governments are regulating

- **Climate-related disclosure regulations** are now in force in New Zealand. There are plans to introduce similar regulations in Australia, Singapore and Canada.
- In the UK and Europe businesses **must meet environmental, social and governance standards.**
- Some companies, like Tesco, are moving **faster.**



...and investors are taking action too

38%

of offshore investors have walked away from a deal in New Zealand over Environmental, Social, Governance concerns.

75%

said ESG was more important than ever in their decision making.

Sustainable bank finance is becoming mainstream

Banks like **Kiwibank** are offering lower interest rates to sustainable businesses because the data shows that those businesses are **less risky financial investments, in the long term.**

BUSINESS / ENVIRONMENT

Kiwibank aims for \$100m in sustainable business loans this financial year

11:22 am on 7 October 2022

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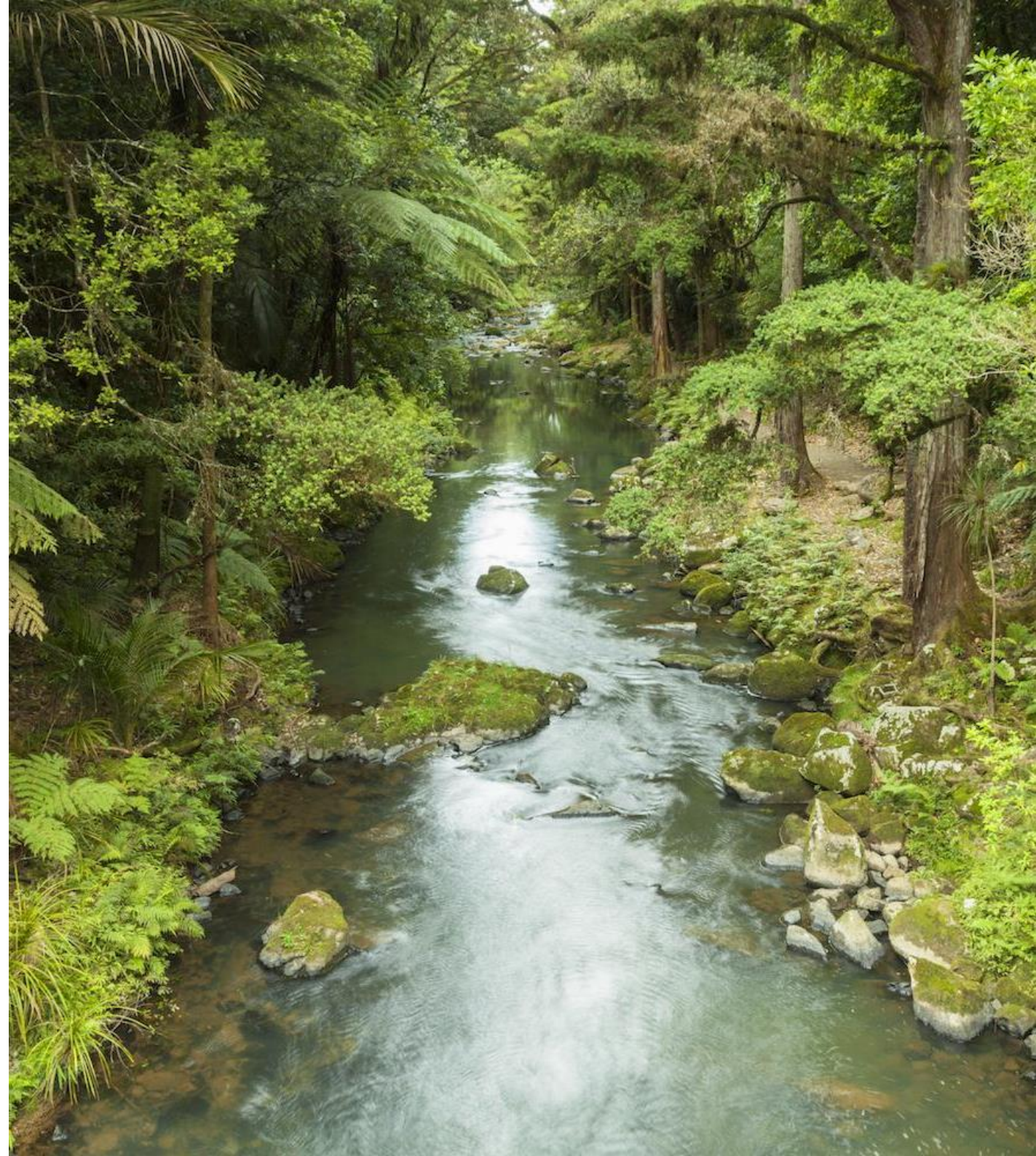
Tools to make change

1. Start by **measuring**.
2. Use **data** to demonstrate action.
3. Collaborate to change the **system**.
4. Think **long-term**.



1. Start by measuring

- Measure to understand environmental impact.
- Find low-hanging fruit to reduce.
- Use credible offset options.
- Build the process into business decision making.
- Publish and share.



**If you want to go fast, go alone.
If you want to go far, go together.**



2. Use data to demonstrate action

Millennials demanded that **businesses prioritise values**. Gen Z want **proof**.

It will be **accountability, transparency and measuring impact** that defines international **business success** in the **decade** to come.



MAY 2023

EU tackles products with 'greenwashing'

A MARKET INTELLIGENCE REPORT

3. Collaboration

The **biggest impact** you can make is **sharing environmental data** and **solutions** within your industry.

By **working together**, you can create a **halo effect** for New Zealand products in your sector in **export markets**.

Refill Revolution

COMES TO WELLINGTON



MAY
18
2023

4-7pm
BYO Reusable Vessels

SIX BARREL SODA, LUKES LANE
(40 TARANAKI STREET)





A values-led approach is the key to bring sustainability to life

Our understanding of sustainability has shifted in the last ten years, and it will continue to shift.

A values-led approach to doing business is an opportunity for New Zealand to take a global leadership position in sustainable business.