



RUNNING ORDER & INTRODUCTIONS DAY TWO

Yesterday we focussed on the vital role of innovation in raising New Zealand's mediocre productivity. Tony Nowell, our keynote speaker yesterday, said "if in the words of Harvard Professor Michael Porter, "innovation is the central issue in economic prosperity, then our nation of number 8 wire entrepreneurs should have New Zealand topping the OECD tables. But against most indicators we are putting in a very average performance."

"Foreign direct investment in New Zealand has declined putting us on a par with nations like South Africa, Slovakia and Greece. Expenditure on research and development is around half the OECD average relative to gross domestic product. In fact the one area we are at the head of the pack is in terms of green house gas emissions per unit of GDP where we are in 2nd place to Australia."

Mr Nowell said that to compete not just with countries but with corporations that are bigger than New Zealand, business needs to collaborate with other companies, with academia and with government departments:

"All too often New Zealand businesses fail to compete globally because they lack responsiveness and urgency compared to their counterparts particularly in Asia. We also need to realize that talking and working together does not compromise companies commercially but offers greater opportunities."

The need for collaboration between the public and private sector was reiterated by Darren Hill, Group Manager Business Development & Commercialisation of Scion. Scion is at the forefront of developing new technologies - with or on behalf of industry, including new packaging technologies.

The difficulty in connecting a good idea with an organization capable of making it a commercial reality was the topic for the final part of the morning when Dr. Donna Stemmer challenged New Zealand business to find a way to compete on the world stage:

"Time and space doesn't play the same role as it did in the industrial revolution so New Zealand business really can compete with the Global 1000 companies if

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business and research institutions supported by government funding network together as NZ Inc.”

In the facilitated workshop, we concluded that key areas for raising our productivity were:

- Developing our future leaders
- Learning how to put a value on our NZ developed IP
- Small businesses acting co-operatively to compete with larger international players

The theme for today is collaboration. We will build on our findings from yesterday's innovation programme to explore how 'sustainability' can, and must, be integrated into our businesses innovation programmes if we are to raise our productivity and gain competitive advantage internationally.

But before we explore such esoteric concepts as carbon foot printing, carbon markets and life cycle analysis, it's important that we take a step back and look at the external factors which have made 'sustainability' one of the biggest businesses challenges of the 21st century.

And what better way to that, than to have one of New Zealand's AI Gore Ambassadors address us this morning? It gives me great pleasure to welcome Alan Emmerson to open this morning's seminar.

Alan is a member of Climate Project – Australia, AI Gore's climate change leadership programme with the Australian Conservation Foundation, which has trained 250 people as volunteer climate change presenters.

Each trainee is personally trained by Nobel Peace prize winner AI Gore and is schooled in the science of climate change, including information of particular relevance to the southern hemisphere. The aim of the training is to educate individuals, businesses and communities on the issues and consequences of climate change and to give action items on what can be done to help.

Alan is a recently retired oil industry engineer and a passionate conservationist. He graduated from Victoria University in 1969 with a degree in zoology and worked for 30 years in the international oil exploration industry.

Thank you Alan

The report by the Confederation of British Industry Climate Change Task Force prefaced its recent report with this statement:

“Are we sure that climate change exists? I am sorry, but that is not a question for us. The best question for the business community is whether we can be certain that

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climate change presents a substantial risk; a risk that will have a profound impact on society and the economy? To this the answer is clearly 'yes'. And so, as with all substantial risks, it is vital to mitigate the danger.”

And on that note, I'm very pleased to welcome Terry Quilty, who will demystify the carbon markets and explain your options at a company level.

Terry has been involved in carbon credits, offsets, emissions, biofuels and green house gas projects in a range of capacities. He holds a bachelor's degree in economics and a Masters in Law.

He currently lectures in finance and law and has delivered papers internationally over the past 10 years on the developments in emissions trading and sustainability at both academic and business conferences. His current business activities revolve around credit projects, retail offsets, supply chain implications, systems for managing information needs and finding workable strategies for business.

Thank you Terry

Our final speaker of the morning is Dr Juanita Day who will discuss global trends in packaging sustainability. Juanita is the Group Manager Sustainability Services for Amcor Australasia, with responsibilities covering strategy development and implementation, knowledge management and product stewardship for the Amcor Sustainability Division.

Thank you Juanita

I will now leave you in the very capable hands of Dr Donna Stemmer to facilitate the workshop and explore how sustainability can be incorporated into your innovation programmes.

Juanita has post graduate qualifications in materials engineering and business administration.

For the benefit of those of you who didn't attend yesterday's seminar, prior to immigrating to New Zealand, Dr Stemmer served as EDS's Chief Knowledge Officer and Vice President of Knowledge Management Services based in Dallas, Texas. She has worked in more than 30 countries and with most of the Global Tier 1000 companies.

