



RUNNING ORDER & INTRODUCTIONS DAY THREE

In the first seminar of the series we focussed on the vital role of innovation in raising New Zealand's mediocre productivity. Our keynote speaker was Tony Nowell, Chair of the New Zealand Packaging Accord Governing Board and New Zealand's representative on the APEC Business Advisory Council. Tony 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."

Tony commented 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" Tony said, "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 presentations from our co-sponsors, Scion. Scion is a Crown Research Institute 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 first workshop when Dr. Donna Stemmer challenged New Zealand business to find a way to compete on the world stage:

Donna said, "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 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 ; and that
- Small businesses must act co-operatively to compete with larger international players

Collaboration was the theme for yesterday's seminar, where we built on our findings from the innovation seminar 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.

New Zealand's AI Gore ambassador Alan Emmerson presented 'An Inconvenient Truth' to remind us of the external factors which have made 'climate change' one of the biggest business challenges of the 21st century.

Terry Quilty then walked us through the maze of regulated and non-regulated carbon markets. His first message was that any business should first determine the relevance of measuring its carbon footprint; in other words, why do you want this information and what are you going to do with it when you've got it? Then, when you've clearly established your rationale, you should develop internal expertise and systems to become familiar with the products, processes, costs and pricing for carbon credits and offsets.

But perhaps his most important message for this three day series was that the carbon markets can be very expensive for a company acting alone, but by collaborating, businesses can reduce those costs dramatically.

Dr Juanita Day from Amcor completed yesterday's presentations with a very practical view of life cycle analysis. Juanita's message was simple. Amcor do it to mitigate risk and add value.

In the second facilitated workshop, Dr Donna Stemmer built on the morning's presentations by inviting the workshop participants to explore how 'sustainability' can be incorporated into their company's research and development programmes.

We concluded that our businesses need to:

- Understand the wider supply chain, beyond one up and one down
- Look for areas of commonality within that wider supply chain; and
- Use that information to develop mutual opportunities

Today's theme is regulation and specifically the Waste Minimisation Act. Our objective is to tie the three seminars together and explore how your businesses can integrate innovation, sustainability and product stewardship as a complete business model. In essence, we want to collectively further our understanding of product stewardship and position ourselves as thought leaders in this area.

To explore how the Waste Minimisation Act fits within the wider waste strategy and how you should consider preparing your businesses for the new requirements, I can think of no better person than Rachel Depree.

Rachel is the Sustainability Practice Lead with Davanti Consulting, but many of you probably know Rachel from her previous role as General Manager of the Ministry for the Environment's Sustainable Business Group.

Thank you Rachel

I'm very pleased to welcome Rachel Devine, Environment Partner for Minter Ellison Rudd Watts who will discuss the legal implications of the Waste Minimisation Act. Rachel specialises in providing advice on all aspects of environmental and resource management issues for both private and public sector clients.

Thank you Rachel

I will now leave you in the very capable hands of Dr Donna Stemmer to facilitate the workshop and explore how your businesses can integrate innovation, sustainability and product stewardship as a complete business model and position ourselves collectively as thought leaders in this area.

For the benefit of those of you who haven't attended our previous seminars, 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.

