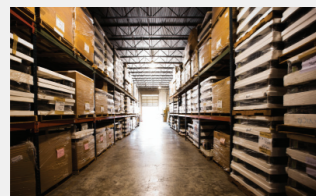




# → WHAT BUSINESS SUSTAINABILITY MEANS

*In a sustainable New Zealand a vibrant economy provides opportunity for all to fulfill their potential.*



## Market place

**Enterprise** for a vibrant economy providing opportunity for all to fulfil their potential  
**Products** that are in high demand, domestically and overseas  
**Productivity** for high productive capacity, especially in areas of international comparative advantage  
**Innovation** for new business capabilities and opportunities

**Environment**  
**Environment** for a continuing economic asset of a quality aspired to by other countries  
**Natural Resources** for natural resources that are highly valued, well managed and used wisely

- ensuring continued economic return on resources
- improving the value and quality of natural resources

- securing opportunities for economic value creation
- demonstrating business leadership

## BUSINESS SUSTAINABILITY IN PRACTICE

- helping customers positively reframe their purchasing decisions
- delivering socio-economic well-being

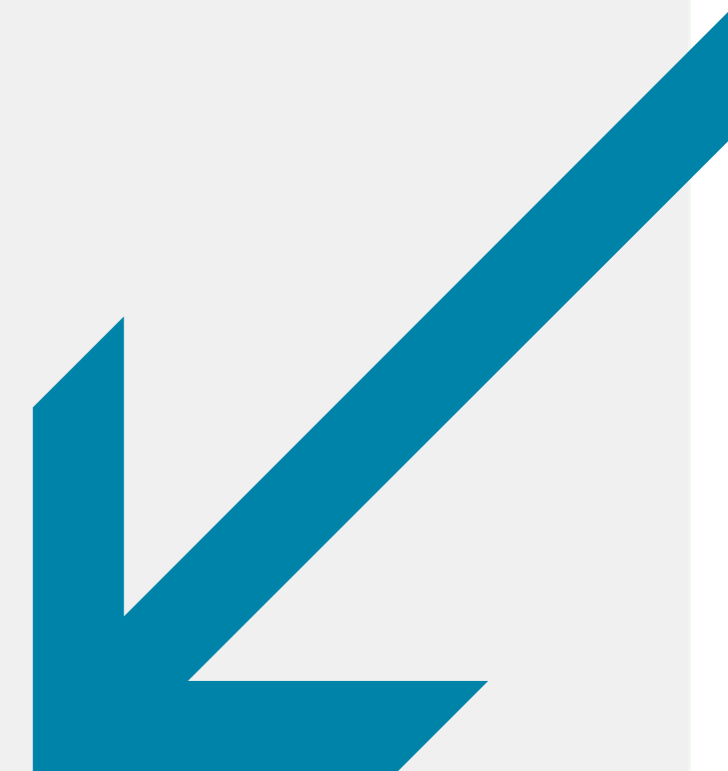
**Society** for people connected to their communities, each other, and to the businesses with whom they interact  
**Wellbeing** for high quality health, welfare and education systems  
**Liberty** for the respect of fundamental freedoms and rights

## Community

## Workplace

**Business Practice** for accountability and ethical dealing with other business, staff, customers and communities  
**Skills** for highly skilled, innovative, productive, well rewarded and safe staff

- delivering social returns to stakeholders and staff
- delivering financial returns to stakeholders and staff



“ sustainable businesses champion an enterprise model bringing mutually beneficial value to business, customer, citizen, environment and economy ”

Find out more at [www.sustainablebusinessnz.org.nz](http://www.sustainablebusinessnz.org.nz)