



PURE
ADVANTAGE

Realising Green Growth Opportunities in New Zealand

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The Sustainability Society

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Twitter: [#pureadvantagenz](https://twitter.com/pureadvantagenz)

CONTENT

- Pure Advantage & green growth
- International trends & domestic performance
- NZ's eco/econo performance
- Green growth solutions for NZ
- Action: strategy & tactics for change
- Role of Self determination

PURE ADVANTAGE – THE PEOPLE

- Sir Paul Callaghan – Founder, Magritek
- Sir George Fistonich – Founder, Villa Maria
- Rob Fyfe – CEO, Air New Zealand
- Chris Liddell – Former CFO, General Motors global
- Jeremy Moon – Founder, Icebreaker
- Lloyd Morrison – Founder, HRL Morrison/Infratil
- Rob Morrison (chairman) – Chair, Kiwibank
- Geoff Ross – Founder, 42 Below & The Bakery
- Justine Smyth – Director, Telecom
- Mark Solomon – Chair, Ngai Tahu
- Sir Stephen Tindall – Founder, The Warehouse
- Joan Withers – Chair, Mighty River Power

PURE ADVANTAGE MISSION

“To inspire a significant & measureable improvement in New Zealand’s economic & environmental performance.”

**ITS ABOUT THE ECONOMIC
UPSIDE OF BEING GREEN.**

WHAT IS GREEN GROWTH?

“Green growth is the aggregated economic benefit that comes from minimising waste & the inefficient use of energy, reducing pollution & greenhouse gas emissions, enhancing natural resources & biodiversity.”

Market = NZD\$6 trillion per annum

GLOBAL GREEN GROWTH TRENDS

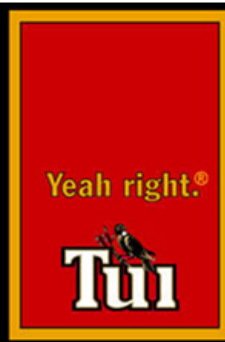
- **Sweden – Energy & cleantech**
- **Finland – Biomass & biofuel**
- **Israel & Singapore – Water**
- **Korea – Energy efficiency**

Fiscal & regulatory approaches

Not luck: its clear & coordinated thinking

NZ – ENVIRONMENTAL PERFORMANCE

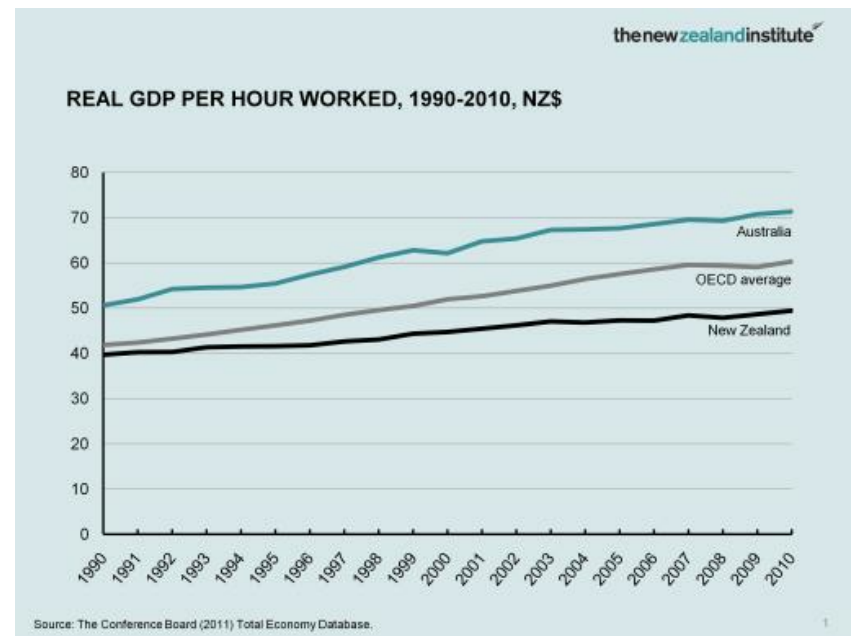
**100% Pure
New Zealand**



- **14th in Yale Environmental Performance Index**
- **5th highest emissions per capita in the world**
- **18,000+ water borne diseases each year**
- **Housing among most cold & inefficient in OECD**
- **77% of threatened species set to decline**

NZ – ECONOMIC PERFORMANCE

- **22nd for GDP per capita in OECD – 20% below avg**
- **\$7bn spend on imported fossil fuels**
- **37th in world for infrastructure adequacy**
- **Low rates of patents**
- **Continued emphasis on low performing sectors = choosing to be poor**



GREENING GROWTH vs. GREEN GROWTH

“So this is not about green growth, it’s about greening growth. It’s not about green jobs, it’s about greening jobs.”

- Phil O’Reilly, Chair of the Government’s Green Growth Advisory Group

“Rather than limit ourselves to mitigating the damage of our current fossil fuel based economy, we should also be using green as a source of new growth.”

- “New Zealand’s Position in the Green Race,” by Pure Advantage, June 2012

ECONOMY & ENVIRONMENT: INTERWOVEN PERFORMANCE

Carbon is a game-changer
for traditional economic
decision making

- **Sink for source?**
- **Price externalities?**
- **Path dedication?**
- **Double dividend?**



NZ's GREEN GROWTH OPPORTUNITIES



=



+



- Built environment energy efficiency
- Sustainable & efficient agriculture
- Geothermal
- Biofuel & bio-products
- Bio-energy
- Smart grid
- Biodiversity

WOODY MASS BIO-FUEL & BIO-PRODUCTS

Economy:

- Reduce oil imports & improve energy security
- High productivity on bio-products
- Skilled & semi-skilled employment

Environment:

- Forego transport emissions
- Co-benefits: biodiversity
- Possible use for marginal land

HOW DO WE MAKE IT HAPPEN?

Partnership between government & industry:

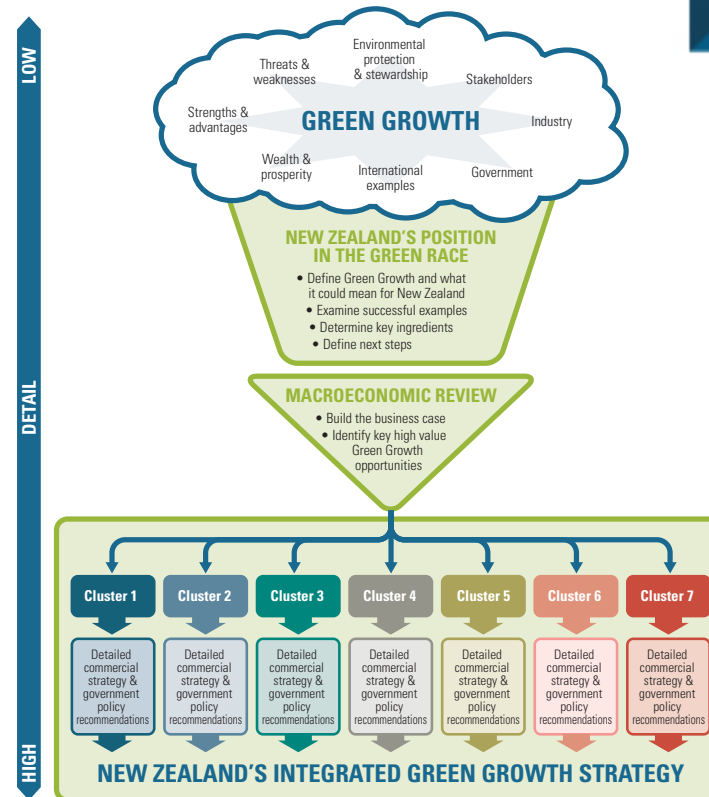
- Only achieve green growth with support of government
- Support needs to be bi-partisan
- Does not necessarily mean fiscal stimulus

Role of industry:

- Leadership
- Detailed commercial strategy & policy
- Investment

PURE ADVANTAGE PROCESS

1. Research & define credible green growth opportunities
2. Recruit corporate leaders to refine strategy & craft policy
3. Build clusters to deliver strategy, invest & influence policy decision-making



TACTICS FOR CHANGE

Green growth clusters
composed of key
organisations

Include ad agencies to
influence decision-
making

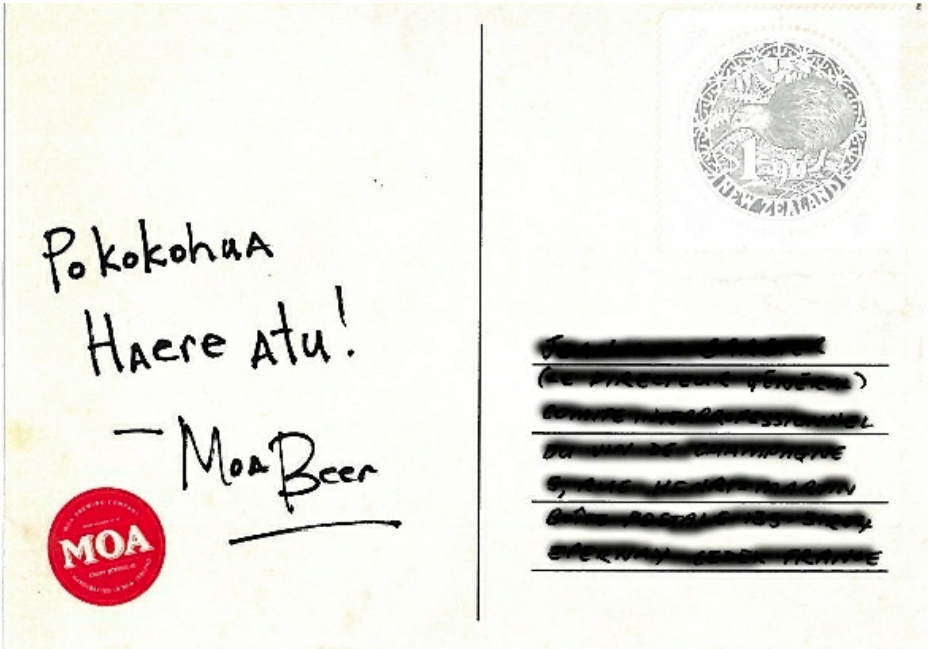
Policy change – make it
a voter issue



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**BEING THE LITTLE GUY
SOMETIMES MEANS HAVING TO
STAND UP FOR YOURSELF**



SUMMARY

- Economic & environmental performance ☹️
- Green growth offers NZ a way out of the rabbit hole
- Also deeply consistent with our brand and international trends
- But we need clear strategic thinking
- Pure advantage macroeconomic review offers insight
- 7 green growth pillars for NZ economy deliver big benefits
- Asking corporates to step up and take a leadership role
- Establish clusters to undertake detailed strategy & policy development
- Seek bi-partisan agreement



“Self-determination for New Zealand is not a choice, it’s a reality. No one is going to look after us.”

Lloyd Morrison 1957-2012

CONTACT DETAILS

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Twitter: [#pureadvantagenz](https://twitter.com/pureadvantagenz)

**Report: “*New Zealand’s Position in the Green Race*”
available here or on website**