

Attachment 5 – Communication of business sustainability work

The following channels have been used to communicate and promote business sustainability:

- **Elements Articles** – There has been an article in almost every Elements magazine on business sustainability in the region.
- **Wellington Today EnviroSmart Advertorial** – In order to increase awareness of the EnviroSmart programme in the Wellington region, an advertorial was placed on the programme and its benefits in the May/June publication this year.
- **Dominion Post Articles** – The Dominion Post has contacted Greater Wellington twice for information on help for businesses to increasing their sustainability.
- **Presentations to groups** - Presentations on Business Sustainability have been made to the following audiences:-
 - Wellington Rotary Group in September 2006
 - Panel beaters Group (part of IAG Collision Repairers Road show) in August 2007
- **Take Charge Assessments** – Businesses doing Take Charge are given information about further ways to improve their sustainability.
- **Press releases** – Press releases on various business sustainability projects have been completed. (e.g. CBD Recycling Project).
- **Greater Wellington website** – Information on business sustainability is available on the website.
- **Sustainable Business Network** – Considerable media communications, features and articles have been completed for the Get Sustainable Challenge and other sustainability initiatives of the SBN.
- **EnviroSmart** – A number of means were used to promote this programme, including word-of-mouth referrals from existing EnviroSmart businesses.