



“New Zealand’s environment is an asset to and presents a unique opportunity for New Zealand businesses. Environmentally friendly business presents an opportunity for New Zealand”.

Today I want to talk about Bluegreen business. Bluegreen business is environmentally friendly, sustainable and profitable. It aligns with the Bluegreens’ principle

“Economic growth and improving the environment can and must go hand in hand”

Bluegreen business is good for the environment and for the economy. Over the past few months I have discovered that Christchurch and Canterbury are leaders in this area. So I have produced a *Step Up 2010 Calendar* to profile some of our success stories.

Did you know

that we have the first and only disposable nappy composting plant in the world right here North Canterbury?

That milk bottles and plastic wraps can now be processed in Christchurch instead of being shipped to China?

That some of our big businesses such as Woolworths and Countdown and Canterbury Brewery have introduced new cleaner production processes that have slashed waste in their organisations.

The result is that last year Canterbury sent less to the landfill than it had for 25 years!
(You can read all about it, and download your own copy of the calendar from my website)

There are good environmental, economic and political reasons why we should champion Bluegreen business.

Bluegreen business is good for the environment and right now, the 2000s is the century for managing the environment.

The resources of the earth will be under more pressure than ever before and although New Zealand is one of the most unspoiled countries in the world we need to ensure that it remains so.

STEP UP 2010

National
www.national.org.nz

Bluegreens

“New Zealand’s environment is an asset and presents a unique opportunity to New Zealand businesses. Environmentally-friendly business presents an opportunity for New Zealand. Blue Green business is profitable, sustainable and environmentally friendly - I am proud to lead the Blue Green Business Network.”

Nicky Wagner - Chair, Bluegreens Caucus Committee
New Zealand National Party

New Zealand has been trading on our 100% Pure brand successfully for over a decade. Our clean, green image underpins our two biggest industries, agriculture and tourism, but we need to make sure we look after our environment and use our resources intelligently. We need to be mindful of our carbon footprint and find ways to reduce it.

Bluegreen business is good the economy.

US research show that businesses that are 'environmentally focused' perform 'better than industry peers'. And there are good reasons for this. Eco efficiency is just common sense. Conserving energy and fuel efficient transport saves money and clean production techniques reduces waste.

The public want eco friendly, low carbon products and services. They want to use 'green taxis', Eco store products and enjoy eco tourism experiences and are pleased to pay a premium for them.

The biggest growth area globally is in clean technologies. The development of new alternative energy sources, cleaner production methods and new technologies to reduce waste. New Zealand is well placed to take advantage of this opportunity.

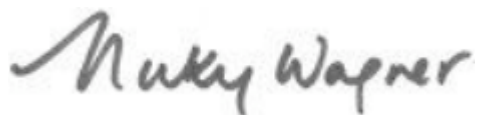
Bluegreen business is good for us politically both locally and internationally.

We need to continue to be seen on the world stage as clean and green and lowering our carbon footprint. Locally, we all want to do our bit to look after the environment and internationally clean, green quality products are in big demand.

Focusing on Bluegreen business is a way for New Zealand businesses and entrepreneurs to redesign their goods and services, to be more environmentally friendly, to cut costs and to increase public demand. It is a way to create better businesses, to cut carbon emissions and to future proof our economy.

So I ask you to support and promote Bluegreen businesses whenever you can. They are good for the environment, good to the economy and good for New Zealand politically.

Go to www.nationalmps.co.nz to watch a video clip of me talking Green Business on the National website



Nicky Wagner
Love  Christchurch

P.S. I am always keen to hear from you, flick me an email, call my Christchurch office on 03 3658297, or pop in to my office at 189 Montreal St, Christchurch. And if you're a local do join our next Christchurch event.....