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APABIS E-Newsletter

The Asia Pacific Academy of Business in Society

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APABIS

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The 2010 annual APABIS conference will be held at the United Nations University, Tokyo, 4 & 5 November

Sustainable Decision-Making in a Time of Crisis: Public and Private Perspectives

This important conference reflects lessons learnt and being learned from the global financial crisis, from the climate change prognosis and from rethinking global governance. This is also the 10th anniversary of the UN Global Compact, and the UN Year of Biodiversity. The conference also immediately precedes the Asia Pacific Economic Community (APEC) 2010 Summit (10 – 11 November in Yokohama, Japan). Given the birth of the G20 group of nations, the inexorable diffusion of economic power to the Asia Pacific region, and the rise of new organisational forms and business models, the conference is particularly timely and relevant. On the conference programme are

sessions which discuss: 'how and to what extent does decision making differ between the public and private arenas?', and, 'given the imperative for new global governance how can private and public decision-making work together for the common good?'

We are delighted that the principle sponsors are the Ministry of Economics, Trade and Industry (METI), Japanese Government; Unilever Japan; UN University, Tokyo; Ernst and Young Shinnihon Tax; and Griffith Business School, Queensland, Australia

The confirmed speakers include:

Professor Carol Adams, La Trobe University
Kiyoshi Amemiya-san, Yamanashi Hitachi Construction Machinery Company, Japan
Toshio Arima, former President FujiXerox and Chair, UN Global Compact Network Japan
Mr Akira Ariyoshi, Director, Asia Pacific, International Monetary Fund and Hitotsubashi University
Patricia Bader-Johnston, Ernst and Young Shinnihon Tax
Professor Henri-Claude de Bettignies, China Europe International Business School (CEIBS), Shanghai
Dr Martin Blake, Director of CSR, UK Royal Mail and Griffith Business School
Ray Bremner, Vice President, Unilever, Japan and Korea
Mark Drewell, CEO, GRLI
Nobuyuki Hiratsuka, Director for Corporate Systems, Ministry of Economy, Trade and Industry (METI), Japan
Nihal Kaviratne, Global Board Member, Unilever
Professor Gilbert Lenssen, President, EABIS
Professor Alan Hunter, Centre for Peace and reconciliation, Coventry University, UK
Harish Manwani, Regional President, Unilever Asia, Africa, Middle East and Central Europe

Professor Biman Prasad, University of the South Pacific, Fiji
Professor Juliet Roper, Waikato University and President, APABIS
Masao Seki, SOMPO, Japan
Professor Einir Young, Bangor University, Wales, UK
Mel Young, Director of the Homeless (football) World Cup,
Kazushige Taniguchi, World Bank Special Representative, Japan, World Bank
Associate Professor Masaru Yarime, Tokyo University
Mel Young, Director, Homeless World Cup

New member profile

A-dor Worldwide (www.a-dor.com)

"APABIS is delighted to welcome new members."

A-dor Worldwide is a collaboration between partners from New Zealand and Wales who want to get to the bottom of what 'sustainability' really means for businesses and for the individuals who run them and work in them. We are very new APABIS members and are very excited at the prospect of partnering with APABIS to develop our service and network.

The work of A-dor Worldwide is underpinned by engagement with and integration of the three pillars of sustainability (economic, social and environmental) in a strategic manner.

We exist to give individuals and businesses the space to think and discuss what all of this really means and how to make business sense of it; in other words to take 'sustainability' beyond being either 'something nice to do' or 'something we grudgingly have to think about'.

The interesting aspect of the market regarding sustainable development practices is that unlike the singular and regulatory market for environmental management and compliance, the incorporation of sustainability into business practices is a very complex affair which ultimately culminates in a balancing act. It is not only okay to be motivated by your bottom line but it is essential. It is no good being carbon neutral if you are going to go bankrupt. The motivations and drivers for adoption of sustainable development in business can be complex and are often influenced by a variety of market forces.

The A-dor story

A-dor Worldwide's roots are at Bangor University, Wales, UK. In 2006 Bangor University's Welsh Institute for Natural Resources received funding from the European Regional Development Fund (ERDF) and the Welsh Assembly Government to help small and medium sized enterprises to consider sustainability and what it means for their business.

A team of sustainability practitioners called Synnwyr Busnes – Business Sense (SBBS) spent two years developing a robust appraisal (the SBBS sustainability health-check), which would not only stand up to scrutiny in terms of its commitment to practical assessment of sustainability practices in organizations but one which was also of real benefit to the participating organizations. The stated aim of the SBBS team was to provide a product that was:

'developed by academia but designed to bring understanding, innovation and culture change to businesses on the ground.'

The team gave advice and information on sustainability to more than 700 businesses, and conducted a full health-check with more than 260 businesses in Wales. Larger enterprises were also interested, in particular regarding their supply chains e.g. the SBBS health-check was the basis of a Knowledge Transfer Partnership with Magnox North (the company responsible for a nuclear electricity generation site, a decommissioning site and a hydro-electric power station in North Wales) to embed sustainability across the sites

A-dor Worldwide is the commercial enterprise which has taken these successes forward, with Bangor University's backing to develop a far more flexible sustainability review which is relevant to a whole range of organisations from SMEs, to multi-

national companies, University executives or even individuals. The A-dor review goes far deeper than box ticking and compliance. The great strength of the A-dor review is that we are not the 'police', there are no 'right' or 'wrong' answers as such, we are there to listen and to lead you and your colleagues through a discussion on the various components of sustainability as they relate to your business – issues to do with generating prosperity, respecting people, protecting the planet. We want you to come to your own conclusions on how well you are balancing concerns for all three. If you are doing well on certain aspects– we'll encourage you to tell your customers and staff, if you need help we can make suggestions and point you in the direction of likeminded people who can offer solutions. Identifying local or global standards for you to work towards might also be an outcome of the review that would help you improve your brand value.

There is also an academic interest in the data base of information gathered from businesses (none of which are ever attributed to specific companies as we are a totally confidential service). The SBBS data base showed that 69% of the businesses requesting a health-check operate within recognised professional standards demonstrating that we are contacting and attracting serious businesses. Although 98% of those businesses were either concerned or had taken some action towards considering incorporating sustainability into their business plan, only 37% had provided SD training for staff indicating that training in sustainability is currently under-provided for in Welsh SMEs. Sixty percent said they actively conserve energy, 52% informed/trained staff in energy and climate change but only 29% of businesses had probably/definitely improved their energy consumption in the last 12 months. This suggests that SMEs urgently need assistance in managing energy use.

In these early and exciting days of A-dor, where we are building on the successes of the SBBS health-check, we are working with businesses to learn from them as much as they learn from us so that the review is as business focused and business led as it can be. We are also tailoring the review to capture improvements year on year. If you score highly this year, you will want to celebrate but you will also not want to rest on your laurels. So we'll work with you to identify how you can do even better next year on an even more sensitive scale based on your company's specific needs.

We are looking to grow the network – so if you are interested in working with us, as a business needing an A-dor review, as an entrepreneur wishing to license the review or as an academic with research interests, visit our website at www.a-dor.com and drop us an e-mail. We will be at the APABIS conference in Tokyo in November and look forward to developing our links further with you.

Building local networks within the APABIS community

The Hamilton 'sustainability lunches' are now being held monthly, hosted by John Wiltshire of Beattie Rickman Legal, one of the APABIS Founding members, with a new invited group attending each month. We are currently moving to set up others in the region.

The intention is to generate value from membership and opportunities for knowledge sharing and networking.



It is expected that the local networks will also gain value from becoming associated with the wider regional APABIS network, through attendance at the annual conference, through a presence on the APABIS website and in newsletters, and through exchange of visitors and expertise.

Please contact us if you would like to participate or get involved with replicating this initiative in your locality.

a.spry@apabis.org

Internships

We are very pleased to announce that the APABIS internships' initiative is taking shape.

Unilever has offered two places for interns – one in India and one in Indonesia. Both are related to drinkable water projects.

SST - Srinivasan Services Trust, the Social Arm of TVS Motor Company in India has also offered a place for an intern.

Student interns benefit from:

- Gaining real-world, practical work experience.
- Networking with industry professionals that may assist with their permanent employment endeavours.
- Developing professional skills, including interpersonal skills, teamwork, and time management.

How do internships benefit employers?

- Students bring new perspectives to old problems.
- Quality candidates for temporary or seasonal positions and projects.
- Freedom for professional staff to pursue more creative projects.

- Proven, cost-effective way to recruit and evaluate potential employees.
- 35-50% of the students participating in internship assignments accept permanent employment positions with the sponsoring company upon graduation.
- Student's willingness to relocate geographical increases after participating in these temporary assignments.
- Some firms have maintained on-going relationships with student interns by offering one-semester to one-year scholarships following the internship assignment.
- Establish and strengthen education partnerships and help organizations inspire educational and workforce development programmes.
- Visibility of your organization is increased.

The internship projects are open to students of APABIS organization members only.

Contact us for further information a.spry@apabis.org

APABIS & Emerald

Emerald has now made the following publications available to APABIS members, using the secure log-in on our homepage:

- Asia Pacific Journal of Business Administration
- Corporate Governance: the international Journal of Business in Society
- Sustainability Accounting, Management and Policy Journal

Organisational members and individual academic members can now access these publications free of costs.

Database update

We currently have over 800 contacts in our database. If you have any business contacts that you would like added to our database please let us know via email a.spry@apabis.org

Members' news

La Trobe



At a recent seminar organised by the La Trobe GSM, Dr Wayne Visser addressed a group of students, academics and practitioners on his view of the future of CSR. Specifically, Dr Visser warned against expecting the much anticipated ISO26000 standard for corporate responsibility to be a panacea for corporations wanting to – or being forced to – engage in responsible business practice.

Dr Visser recognised that the area of CSR had come a long way since the 70s but argued that a critical approach to CSR is needed to move it beyond standards towards a more inclusive stage of CSR, a stage he call CSR 2.0. The name is a nod to the Web 2.0 movement, where users create content. This flexible user-driven system differs from earlier versions of the CSR by being two-way and interactive, based on consultation and reflecting local needs – as opposed to being driven from management

and regulators. Furthermore, because CSR 2.0 is driven by the users it is scalable to a global level, yet considerate of local variations.

Dr Wayne Visser is the Founder and Director of CSR International, Senior Associate at the Cambridge University Programme for Sustainable Leadership and a guest lecturer at the Graduate School of Management.

The full seminar can be downloaded from [iTunes U](#).

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New book puts sustainability into peak performance

Sustainable Enterprise

Leading global retailers such as Wal-Mart, Marks & Spencer and Tesco have made sustainability core business. Suppliers who don't do likewise risk being choice edited off the shelves – and this trend is spreading to most consumer industries.

That's the message to New Zealand business in a new book by bluesky thinker and international business consultant Professor Mike Pratt.

"Sustainability presents a powerful opportunity for New Zealand business," says Dr Pratt, who's former dean of the University of Waikato Management School and currently Professor of Sustainability and Leadership there.

"But there's limited awareness of how fast and how far this new trend is developing, and that presents a serious risk to New Zealand's exports. Our new book *Sustainable Peak Performance – Business Lessons From Sustainable Enterprise Pioneers* explains how

sustainability strategy and practices can contribute to enhanced profit, productivity and performance.”

Peak performance – the business and leadership theory based on the world’s top sporting organisations – took the business world by storm a decade ago. One of the authors of the original business bestseller, Dr Mike Pratt has now brought peak performance into the 21st century in this new book, co-authored with his wife Helga.

“Peak Performance came out of a research journey to discover business lessons from elite sports; Sustainable Peak Performance is the logical next step,” Dr Pratt explains. The organisational development business he chairs, Inspiros Worldwide, numbers leading global companies among its clients.

“This book is all about the potential of companies to do well by doing good through building sustainability principles into their business models. In many ways it’s the story of our lives. Helga and I have long been involved with the sustainability movement – one of our earliest projects involved growing kiwifruit organically and today we run a business consultancy, Sustainable Enterprise.”

The book tells the stories of nine trail-blazing global sustainable enterprises: from New Zealand they include Snowy Peak and Comvita, the others are Putumayo World Music, Stonyfield Farm, The Body Shop, the Eden Project, Forum for the Future, Patagonia and Dilmah Tea.

“All these iconic enterprises were founded on sustainability principles, and have grown from grassroots to international success, becoming globally recognised brands,” says Helga Pratt. “We spoke directly to the founders of these enterprises to find out what it takes to become a super-successful sustainable entrepreneur.”

From these stories, the authors have developed a theory and practice of sustainable peak performance – creating a better world through business.

“Business enterprise has always been an energiser for human progress,” says Dr Pratt. “This book offers practical guidance to aspiring entrepreneurs and established firms seeking a roadmap to sustainable business success.”

***Sustainable Peak Performance – Business Lessons From Sustainable Enterprise Pioneers*, by Mike Pratt and Helga Pratt, is published by Pearson. More information and on-line purchase are available on Mike and Helga’s website www.SustainablePeakPerformance.com, and on the publisher’s website (<http://www.pearson.com.au/storesnz/styles/professional/titleDetails.asp?GroupItemID=37406&StoreID=19>)**