

TARGET SUSTAINABILITY SERVICES TO CHRISTCHURCH BUSINESSES

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1.0 Introduction

In February 2008 the Christchurch City Council launched the Target Sustainability Services for businesses.

Businesses that use the Target Sustainability Services are provided with free support to help them become sustainable through reducing waste, and energy and water efficiency. The type of support depends on the business, ranging from self-help toolkits on the website, to tailored consultancy services.

The Council Resource Efficiency Team was set up to deliver the Target Sustainability Services to the business community.

This paper will give an outline of the Target Sustainability Services available to businesses.

2.0 Target Sustainability Services

The Target Sustainability Services provided to businesses include self-help tools, an online recycling directory, paper recycling collection units and Target Sustainability consultancy services.

2.1 Target Sustainability Self Help Tools

2.1.1 Target Sustainability Business Toolkits

A number of self-help Target Sustainability business toolkits have been developed. The business toolkits include Business Guides, worksheets and calculators which are downloadable from the Target Sustainability website: www.targetsustainability.co.nz.

The toolkits include:

- Target Waste
- Target Energy
- Target Water
- Target Sustainability – The Path To Sustainability

Target Sustainability Business Sector Guides are being developed and will include:

- Retail Business Guide
- Restaurant and Café Business Guide
- Supermarket Business Guide
- Accommodation Business Guide

2.1.2 Online Recycling Directory

An online Recycling Directory was developed and is on the Target Sustainability website allowing businesses to search for commercial operators that can collect and recycle their waste.

2.1.3 Paper Recycling Collection Unit

A paper recycling collection unit was designed by the Council and manufactured for use by Christchurch businesses to promote paper recycling in businesses. Council supplies these collection units free of charge to businesses.

2.2 Target Sustainability Consultancy Services

There are two levels of Target Sustainability consultancy available, depending on the size of the business and the potential to reduce resource use. All consultancy is free and is available to Christchurch businesses.

The Target Sustainability Programme has been established for businesses that are extensive resource users. These are typically medium to large businesses. For smaller businesses with less intensive resource use, the Target Sustainability Assessment is available.

Where there is a business sector cluster and there is an opportunity to work with a number of similar business types together and individually on resource efficiency, a Target Sustainability Cluster Project is set up.

To date, approximately 100 businesses have joined, or applied to join, the Target Sustainability Programme, or receive a Target Sustainability Assessment, or become part of a Target Sustainability Sector Project.

2.2.1 Hotline Question Service

The Hotline Question Service is available to Christchurch businesses to submit an online question about resource efficiency to the Council Resource Efficiency Team.

2.2.2 Target Sustainability Programme

Businesses accepted into the programme will receive:

- Up to 20 hours of free resource efficiency consultancy over 12 months
- Target Sustainability newsletters
- Target Sustainability workshops

Business members commit to implementing a waste reduction, energy efficiency and water efficiency project.

2.2.3 Target Sustainability Assessment

The Target Sustainability Assessment assists selected Christchurch businesses to identify basic waste reduction, energy efficiency and water efficiency opportunities.

Businesses accepted to receive a Target Sustainability Assessment are entitled to:

- An up to two-hour site visit
- An up to one-hour follow-up progress site visit after six months

Businesses commit to implementing at least a waste reduction or energy efficiency or water efficiency project.

2.2.4 Target Sustainability Sector Projects

The Target Sustainability House Builders Project has worked with eight Christchurch house builders, the resource recovery industry and building suppliers on initiatives to reduce construction waste going to landfill.

Other Target Sustainability Sector Projects are underway, including an Accommodation and Supermarket Project.

2.2.5 Target Sustainability Construction and Demolition Projects

The AMI Stadium – New East Stand development and the Christchurch International Airport - New Terminal Development have joined a Target Sustainability Construction and Demolition Project.

At AMI Stadium, approximately 4000 cubic metres of demolition concrete has been crushed onsite for reuse onsite. 99.9% of the demolition materials were reused or recycled.

2.2.6 Timaru and Selwyn Target Sustainability Pilot Project

The Target Sustainability Programme is being piloted in the Timaru and Selwyn Districts. To date six Timaru District businesses and three Selwyn District businesses have been recruited to the programme.

2.3 Target Sustainability Recruitment Campaign

The Target Sustainability recruitment campaign has involved a number of recruitment activities, including cold calling businesses, advertising in The Press, Canterbury Employers' Chamber of Commerce Update Magazine, advertising on the radio and billboards, and appearances on local television and radio.

3.0 Conclusion

The Christchurch City Council Target Sustainability Services have been set up as a one-stop-shop for Christchurch businesses wanting support on how to reduce waste and be energy and water efficient.

The services are delivered to businesses directly through Council resource efficiency consultants and external consultants.

The Christchurch business community has shown high interest and support for the Target Sustainability Services. This has been demonstrated through the number of web hits, and the number of businesses that have already joined, or applied to join, the Target Sustainability Programme, or receive a Target Sustainability Assessment, or become part of a Target Sustainability Sector Project.