

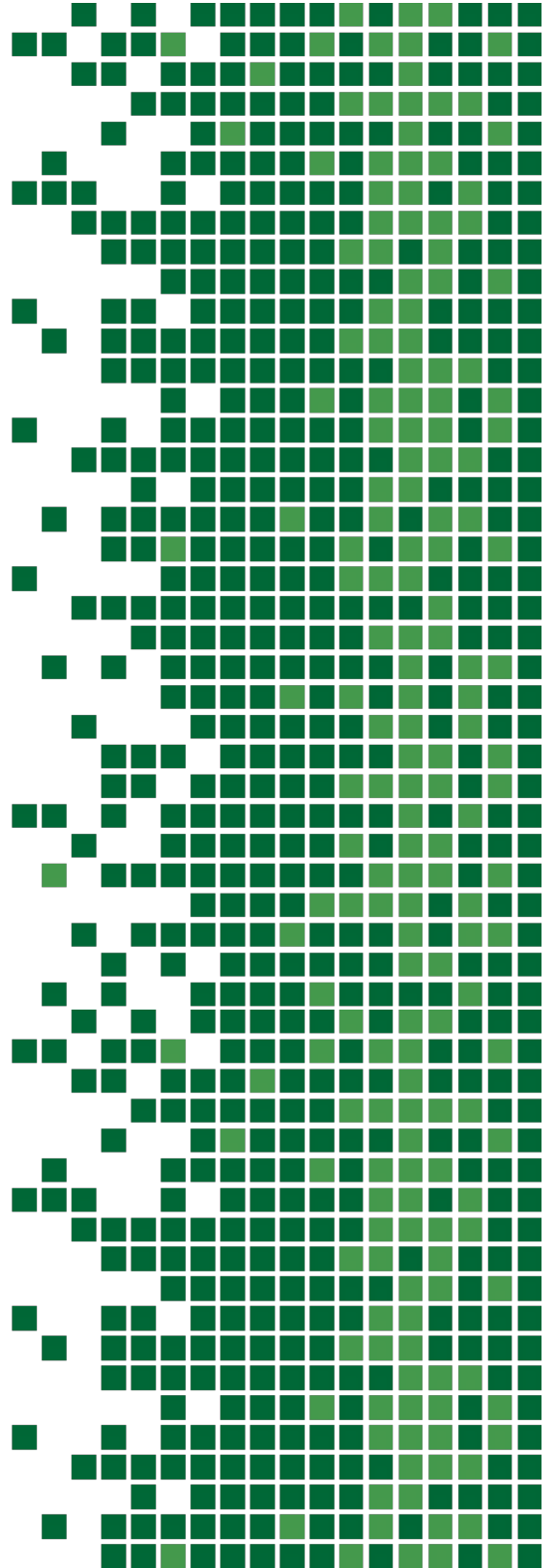


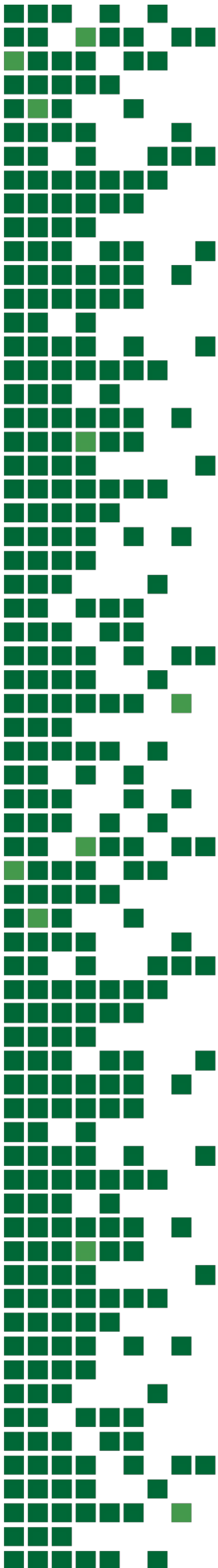
JAMES WALKER CONSULTING

Reputation. Sustainability. Strategy.

# JWC Impact Report

June 2020 – July 2022





# Introduction

It's been two years since I established the consulting business, James Walker Consulting or JWC. I have one regret: I should've put more effort into the company name! Now, I'm stuck with myself.

Since mid-2020, JWC has worked with more than 15 clients. This report reflects on those two years and captures some of the achievements of those we've worked with.

For New Zealand to have a more sustainable future, it requires government, business, and society to recognise the value of change and know their roles to make it happen. JWC was established to provide clients' support in two areas: sustainability strategy and sustainable change.

JWC has helped a number of clients develop or revise their sustainability strategies, such as TVNZ, AFT Pharmaceuticals, Ruby, and SkyCity.

In the area of positive change, JWC has worked with organisations driven to improve society to enable better environmental and social outcomes. This work takes the form of policy, behaviour change, communications, advocacy, and partnerships. In the pursuit of a more sustainable society, JWC has helped Drive Electric, the Sustainable Business Council, the New Zealand Food Waste Champions, and Predator Free New Zealand Trust.

JWC wouldn't have reached two years old, without the support of a number of collaborators. I would like to thank my friends and mentors, Liz Read (Reputation Matters), Debbie Teale, and Abbie Reynolds for their support, advice, and referrals!

Mike Burrell (Executive Director, SBC) and Mark Gilbert (Chair, Drive Electric) were JWC's first clients, so thank you for your bravery!

I've collaborated on projects with a range of talented people, including the team at Toitū (Becky Lloyd and Sean O'Flaherty in particular), Lisa Busch, Richard Inder (The Project), Waveney Teale-Russ, and my designer, Kathleen Lonergan.

Finally, to all the clients I've mentioned in this report, thank you for your support and for your ongoing pursuit of a more sustainable Aotearoa New Zealand.

**James Walker**  
Director

[www.jwc.kiwi](http://www.jwc.kiwi)  
[LinkedIn](#)





# Case studies

## DRIVE ELECTRIC

For Drive Electric, JWC provides support with the Board's advocacy, strategy and communications in pursuit of its mission to accelerate the uptake of e-mobility in New Zealand.



Electric vehicles have increased on our roads more than 225 per cent since February 2020, and more than 70 models are now available in the country.

With Drive Electric we have achieved outcomes such as, participating in the development and launch of the 'Clean Car Programme', and partnering with EECA to deliver a new [Drive Electric](#) website, which includes a consumer database of all available new EV models in the country.

“ We were delighted to attract James to contract to Drive Electric to help us enhance our government and industry engagement and advocacy, and represent our members from the entire electric vehicle eco-system. Since James joined us, we have managed to attract many more new members, and I attribute this to the impact that Drive Electric is having, particularly through the constructive advocacy and engagement approach James has supported us to execute. ”

**Mark Gilbert, Chair**

## TVNZ

TVNZ's purpose is to, "Inspire the Conversations of Aotearoa". JWC has worked with TVNZ to understand the organisation's material sustainability topics; develop a sustainability framework and action plan; set carbon targets; and enhance sustainability reporting reporting.



Some of this work is reflected in TVNZ's [FY22 Annual Report](#).

“ James has worked with us for over a year and helped integrate sustainability into how TVNZ operates as a media business. We have appreciated his knowledge, his constructive and inclusive approach, and his ability to get things done. With a foundation now in place, we have the opportunity to inspire the conversations of Aotearoa on issues that really matter to New Zealanders, like climate change and the environment. This will not be without challenge – but the TVNZ whānau are really up for it. ”

**Ciara McGuigan, Chief Financial Officer**

## SUSTAINABLE BUSINESS COUNCIL (SBC) / CLIMATE LEADERS COALITION (CLC)

The SBC and CLC share a vision, "A New Zealand where business, people and nature thrive together." JWC supported both the SBC and CLC to develop new five-year strategies, 2020 – 2025 in pursuit of this vision.



Under these strategies, both organisations have supported the development of the Government's first Emissions Reduction Plan. The CLC subsequently released its third member statement, representing greater ambition among signatories.

“ Working with James is energising. He is the consummate collaborator. Strategic and incredibly efficient, he is the go-to guy when you need to get things done. We have worked with James a number of times now. Whether it's leading a diverse set of stakeholders through a strategy process, supporting a high-level advisory group, or providing technical advice, James is always professional, efficient, fun, and dynamic. ”

**Mike Burrell, Executive Director**



## SKY CITY

For SkyCity, JWC undertook a review of SkyCity's sustainability strategy and then worked to implement the core recommendations, including the development of a new purpose statement for the organisation; a value creation framework; and ultimately integrating sustainability into the organisation's corporate strategy.

Some of this work is contained in SkyCity's [FY22 Annual Report](#).



“

Having been impressed by the calibre of the work James completed for the Sustainable Business Council, it was an easy decision to ask him to support SkyCity's sustainability strategy review. Inevitably, the scope of this review became broader and more nuanced as we commenced the work and James proved to be agile and responsive to our needs whilst challenging our thinking and introducing examples of best practice. We now have a well-considered, fit-for-purpose sustainability implementation plan that integrates with SkyCity's business strategy and has introduced a new purpose statement that guides us towards prioritising that which is most material for our business.

”

**Claire Walker, Chief People Officer**

## NEW ZEALAND'S FOOD WASTE CHAMPIONS 12.3

For the Champions, JWC has led the development of a voluntary agreement to support businesses to reduce food waste in Aotearoa New Zealand.

The design phase of this start up was funded by Countdown, Goodman Fielder, the Ministry for the Environment, AGMARDT, and the Whakatapu Aotearoa Foundation.

The new initiative for the food sector will launch publicly in November 2022.



**NZ FOOD WASTE  
CHAMPIONS 12.3**

“

James has been integral to the development of NZ Food Waste Champions flagship project, leading our team through the design of a voluntary agreement for businesses. His ability to have a clear vision from a blank canvas and navigate evolving milestones has kept this project on track. He has made key introductions, successfully managed multiple stakeholder relationships, secured essential (and hard to access) funding, and has set this project up for long term success. James really feels like part of the team, we wouldn't hesitate to engage him in future projects.

”

**Kaitlin Dawson, General Manager**

## AFT PHARMACEUTICALS

For AFT, JWC has supported the organisation to complete its first materiality assessment and develop a bespoke sustainability framework in pursuit of its mission, "Working to improve your Health."

More about this work can be found in AFT's [FY22 Annual Report](#).



“

JWC has been instrumental in guiding us through the materiality assessment and structuring of our sustainability framework. We highly value our relationship with James and look forward to working with him on our continuing program.

”

**Malcolm Tubby, Chief Financial Officer**



# Clients

A list of clients we have worked with during June 2020 – July 2022

## CORPORATE AND BUSINESS



FISHER & PAYKEL



RUBY



## ADVOCACY ORGANISATIONS



## GOVERNMENT AGENCIES



## By the numbers

4

Materiality assessments

4

Integrated / sustainability strategies

4

Social / behaviour change strategies

5

Corporate communications and reputation projects

10+

Ministers and MPs engaged with clients

12

Leadership teams engaged on sustainability



# Mapping Climate Impacts

A significant proportion of JWC’s work with clients relates to climate change. The following table maps JWC client projects against the actions of New Zealand’s first [Emissions Reduction Plan](#).

<b>Emissions Reduction Plan Actions</b>	<b>Sector</b>	<b>Client project/s</b>	<b>Activity</b>	<b>Impact</b>
<b>Action 3.5.1:</b> Inform low-emissions choices through a Climate Information Centre	Equitable transition	JWC pro bono work	Advocacy in support of establishing a Climate Information Centre	Commitment to explore the Climate Information Centre
<b>Action 4.2:</b> Establish an integrated work programme to deliver climate, biodiversity and wider environmental outcomes	Nature	Predator Free NZ Trust	Organisational and communications strategies developed in support of the predator-free 2050 goal	Predator Free NZ Trust provides key programmes to enhance native biodiversity
<b>Action 6.6:</b> Support investor decisions through world-first climate reporting legislation	Various	TVNZ, SkyCity, AFT, and ChargeNet*	New or revised sustainability strategies and reporting mechanisms, which enable transparency	New or additional business action on climate change and more transparent reporting
<b>Action 10.2.1:</b> Accelerate the uptake of low-emissions vehicles	Transport	Drive Electric	Industry engagement on policy to support the uptake of zero-emissions vehicles, such as the Clean Car Programme	Policy changes supporting the increases in EV uptake
<b>Action 15.1.2:</b> Enable businesses to reduce food waste	Waste	New Zealand Food Waste Champions 12.3	Establishing a new voluntary agreement to support food businesses to reduce food waste	Signatory businesses will set food waste reduction targets and action plans

\* note the new climate reporting legislation only applies to AFT and SkyCity



# About JWC

## PRO BONO WORK

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### Mindful Fashion New Zealand

#### Chair of the Board

MFNZ was established three years ago to unite the New Zealand clothing and textile industry to create an innovative, full-circle, and thriving future. In three years, under the leadership of Programme Director Jacinta Fitzgerald, the organisation has grown to over 70 members and has launched the industry's first [Sustainability Insights Report](#) and the [MFNZ Climate Action Programme](#) to support members to measure and reduce carbon emissions.

### Dr Ed Hearnshaw Prize in Economics and the Environment

#### Judge

I was invited to judge the 2022 [Dr Ed Hearnshaw Prize in Economics and the Environment](#), managed by the Government Economics Network. This annual prize commemorates the late Dr Ed Hearnshaw's significant contribution to the fields of applied economics and environmental policy in New Zealand.

### Climate Change Vision And Communications

#### Submission

JWC provide a submission in response to the government's consultation around the development of New Zealand's Emissions Reduction Plan to encourage the establishment of a function to set a vision for a climate-friendly future and provide New Zealanders with the information they need to support such a future. The final Emissions Reduction Plan contained a proposal for a Climate Information Centre ([Action 3.5.1](#)).

## SUSTAINABILITY POLICY

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JWC has adopted fit-for-purpose sustainability principles to guide operations:



JWC is run from a home office and local travel is minimised.



Domestic air travel is minimised, but when necessary is offset through the airline (as available).



Discounts are provided on fees to all not-for-profit clients.



Ongoing learning through clients and Te Reo Māori lessons.

#### Disclaimers:

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- All reasonable efforts have been made to ensure the information contained in this report is accurate. However, we accept no liability for any errors or omissions.
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- Nothing in this report is intended to be used as professional advice.
- For any questions or feedback please contact [james@jwc.kiwi](mailto:james@jwc.kiwi)