

Attachment 4 – Porirua Business Initiative

The aims of the Porirua Business initiative are:

- To develop and run 4 workshops, addressing the needs of the defined company segments to increase awareness on good practice environmental activities
- Develop commitment contracts that will be used to sign up companies to participate in the programme.
- Recruit about 15-20 companies into the programme.
- Develop a policy and action plan for each company and aim for them to improve their environmental performance in at least one area.
- Develop a local directory of services aimed at helping businesses with sustainability (e.g. recycling, energy auditors).
- Encourage the companies to enter into the Porirua Environmental Business Awards.
- Develop promotional material aimed at recruiting businesses into the EnviroSmart programme.
- Promote business sustainability achievements in local and regional council publications (eg Elements)