



## **GRASSROOTS CONSERVATION & WHENUA PRESERVATION**

In a world where sustainability and profitability go hand in hand, it's in your business interest to venture against tomorrow's risks of climate change. Find out what sustainability could mean for your business today.

The rise in popularity of everything from vegan foods and ocean-friendly sunscreens to electric vehicles shows that consumers increasingly care about the environmental and social credentials of what they buy. Today's consumers – especially millennials – don't base buying decisions solely on product selection or price. Increasingly, they're assessing what a brand says, what it does and what it stands for. They're supporting companies whose brand purpose aligns with their beliefs. Businesses that clearly stand for something bigger than what they sell and take decisive action on ESG issues are more likely to be able to strengthen customer relationships and better connect with consumers.

**Mana Tapiri Group Māori Housing Collective**

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In short, moving sustainability up the corporate agenda can help SMEs access new customers and unlock new green market opportunities.

Of course, business strategies and product line-ups can't be shifted overnight. It takes time to climate-proof a factory or office building, switch a fleet of delivery trucks to electric, source more sustainably developed goods or change consumption habits. But we can all at least start the process now – not next week or next year.

So, where should we start?

Think short term and long term. Decisions made today impact the future. Climate change impacts are systemic, all-encompassing and here to stay.

Be holistic. Review everything from electricity usage and property portfolios, to where you source your consumer products from, and how they package and ship those products, to operational preparedness. This means engaging with all layers of your household, company and or organisation and embedding green and social issues into your home, business and procurement and investment decision making.

**Stay up to date.** Technological changes and green innovations could put more low-carbon alternatives within your reach. Stay abreast of the regulatory environment, sustainable financing options and evolving investor and customer expectations. You may find that climate-friendly action will lift – not drag down – your profits and reputation.

## THIS MONTHS ARTICLE

### Is Smaller Better in Housing?

Living in a smaller than typical house is one way for people to exit the consumer lifestyle and decrease our consumption of stuff. For instance, there is no reason to go shopping for more stuff when you don't have a place to put it. You don't need 20 pairs of shoes or 50 different outfits to wear to the office. For many it can mean donating an incredible amount of stuff to charity when downsizing. The cost estimate for an average tiny house is about \$25,000 to \$150,000 (approx 2-3 years worth of rent) based on which end of town you rent in. The low cost of a smaller house will enable many to save money for future expenses and help friends and family members in need. The average tiny house starts from around 20 to 25 sqm's so naturally heating and cooling bills will be much less even if you were to throw in an extra 5 to 25 sqm's onto the floor plan. New Zealand average home floor plan in the 1960's was 128 sqms, that has jumped significantly to around 205 sqms. Great news for the banks and size of loans.

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With less house to maintain physically and financially comes increased FREEDOM for people to spend more time enjoying life and having the extra money left over to do whatever that looks like for the individual.

**"The point is a smaller house will loosen the financial noose around many people's lives"**

Smaller house living is synonymous with a simpler and healthier lifestyle and can offer significant debt reduction and financial flexibility, working less and/or changing careers and who doesn't like the idea of less housework, cleaning and maintenance, substituting all those accumulated hours for favourite pass time activities and how about going the extra mile to OFF-GRID, a noble journey to help keep our planet healthy for the generations to come after us.

**Now that's hitting the homerun for the economic, environmental and social merits of compact housing.**



We deliver a series of Whare Wānanga on the topic of  
**LIVING GREENER FOR OUR PLANET**

For more information on booking your sponsorship package please contact us at:  
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