



# THE NATURAL EDGE PROJECT

## UPDATE 10

18<sup>th</sup> OF NOVEMBER 2003

Supported by:



**Greetings to the supporters and teams of [The Natural Edge Project](http://www.naturaledgeproject.net).**

We have great pleasure in announcing the launch of the new TNEP website at [www.naturaledgeproject.net](http://www.naturaledgeproject.net) and we need to say a big thanks to the awesome team from our Foundation Partner, Izilla, an Australian website developer with offices in Newcastle and Sydney. In particular we need to thank Chris Johnson, Mark Davies, Joshua Kiff and Nicole Pascoe for there amazing work, flexibility and attitude.

This site will allow a great ability for our project to support our initiatives and provide strong online companion material. The aim is to have a site that is focused on complimenting the publications and education material the project will develop over the coming years.

Now that we have solid online presence we would like to invite you all to send your favourite articles, reports and papers to us over time to add to our database to support our non-profit projects and provide us material to build articles and papers for various media and magazines we contribute to.

The material for the publication, *Natural Advantage of Nations*, is now nearing the end of the second edit to produce the final manuscript and we are well on the way to achieving our goal of delivering the manuscript for publishing in mid January.

Thank you to all the supporters and contributors to our project, we feel that we have built a strong platform capable of delivering significant material for education and training to achieve sustainable outcomes and look forward to what the future holds for TNEP.

Kind Regards

Karlson 'Charlie' Hargroves  
*Project Coordinator*

Michael Smith  
*Content Coordinator*

James Bradfield Moody  
*Strategic Coordinator*

## Summary of Update:

- TNEP has a new website
  - Peer Review of Manuscript Update
  - TNEP Partner Profile – Izilla Pty Ltd (Web Application, Design, Development and Integration)
  - New Endorsees and Supporter of TNEP
  - Shaun Mays joins The Natural Edge Project
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## TNEP has a NEW Website

Thanks to the amazing team at [Izilla](#), The Natural Edge Project now has a new website replacing the temporary site at [www.naturaledgeproject.net](http://www.naturaledgeproject.net). This site will be the home of the many initiatives and will be the focus of TNEP to provide a depth of resources and links to amazing work internationally related to achieving sustainable outcomes to compliment and supplement the projects initiatives.

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## Peer Review of Manuscript - Update

The secretariat wishes to thank the many people that provided comments and review on Sections 1 and 2 and have contributed to the development of the Second Draft of this material. We feel that the second draft is a significant move forward in both Sections and are very excited by the material we have now developed.

As we mentioned in the last update, we have decided to streamline the remaining peer review process in order to allow review to focus on particular elements of the publication. The secretariat will make particular invitations for peer review of various parts of the remaining sections. However if you are interested in a particular part please reply to this email and nominate the topic and we will send you the material. See the table of contents in the constantly updated brief at <http://www.naturaledgeproject.net/NAON.aspx>, current version 13.11.03.

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## TNEP Partner Profile

### Foundation Partner: Izilla Pty Ltd

Izilla Pty Ltd has been accepted as a Foundation Partner of TNEP due to the extraordinary commitment to the pro-bono development of the projects new website to be released in the coming weeks. The projects Foundation Partners are traditionally accepted as representative bodies active in sustainability related areas however the contribution to the development of the project by Izilla places TNEP on a much stronger foundation and we are very pleased to accept Izilla as a Foundation Partner.

Since their establishment in 2000, [Izilla Pty Ltd](#) has forged a reputation of excellence in website application design — a reputation nurtured through their dedication to quality. Representing the best in quality and client care, Izilla is an elite team with a second-to-none insight into the impact of e-delivery in a changing business world. Combining experience and knowledge of business fundamentals and systems with a cutting-edge digital production skill-set.

Izilla ensure their clients' adoption (or expansion) of extended enterprise is seamless and delivers real improvements in profitability, productivity, efficiency and strategic go-forward. Superior client service and superior development practices ensures that Izilla stands out from the pack. This is the reason why they experienced immediate positive growth upon market launch — and the growth continues. From their base in the Hunter region, a Sydney premise has been established as our client portfolio expands and we continue to grow.

## Recent Endorsees and Supporters

- Alan AtKisson** *Author, Believing Cassandra: An Optimist Looks at a Pessimist's World*  
(Alan will be working with his Australian associate, Michael Lunn, to develop material on community development for Section 5 of the publication as well as show casing his work in assisting business to achieve sustainable outcomes in Section 2.)
- Dr. Chris Strauss** *Deputy Director, Centre for Green Chemistry, Monash University*  
(The Centre for Green Chemistry at Monash University has agreed to work with TNEP to ensure that the publication captures the exiting developments in the field of green chemistry.)
- Christine Loh** *CEO, Civic Exchange, Hong Kong ([www.civic-exchange.org](http://www.civic-exchange.org))*  
(Christine is the CEO of Civic Exchange, Hong Kong's independent public policy think tank and will be providing some Asian examples of sustainability in application)
- David Singleton** *Chief Executive Officer, Arup Australasia, 2003 Brunnel Laureate*  
(ARUP have accepted the invitation to become a Project Partner and the work David is undertaking as part of the Brunnel Laureate role he will be focusing on sustainable development and poverty elimination that will be highlighted in Section 6.)
- David Suzuki** *Author, Earth Time and Good News for a Change*  
(David Suzuki was kind enough to correspond with our team even though he is enormously busy meaning that he is unable to assist the project directly he is happy to endorse us as says that he thinks it's a great project and wishes it every success.)
- Don Henry** *Executive Director, Australian Conservation Foundation*
- Dick Smith** *Australian Adventurer and Entrepreneur*
- Prof. Istemi Demirag** *Chair, British Accounting Association's Corporate Governance Group*
- Jack Whelan** *Environment, Energy, Bio-society - International Chamber of Commerce*
- Dr Jo Baker, AO** *ACT Commissioner for the Environment*
- Dr John Cole** *Director, Sustainable Industries Division, Queensland EPA*
- Prof. Masayoshi Takahashi** *Director, Institute of International Relations, Ritsumeikan University, Kyoto*  
(Professor Takahashi will be working with TNEP to develop the Human Affiliated Program for Productivity Improvement)
- Mathis Wackernagel, PhD** *Sustainability Program Director, Redefining Progress*
- Nick Moraitis** *Strategy and Partnership Coordinator, TakingITGlobal*
- Michael Fairbanks** *On the Frontier, Head of Country Competitiveness™*  
(Mike has offered to support TNEP with ideas on developing countries, regional economic development in all nations, convening people and aid organizations, etc.)
- Prof. Mike Young** *CSIRO Land and Water*  
(Professor Young will be peer reviewing the material on Water in Section 4 as we are drawing on his and his colleges work in this area.)
- Paul Perkins** *Chief Executive of ACTEW Corporation on behalf of the Barton Group*
- Sara Parkin** *Director, Forum for the Future, UK*
- Shaun Mays** *Retired as the Managing Director of Westpac Financial Services in 2003*  
(Shaun has recently joined the TNEP Advisory Board and the TNEP Editorial Review Panel to focus on Section 2)
- Dr Steve Halls** *Director, UNEP International Environment Technology Centre*  
(Dr Halls will be assisting the project to achieve ongoing wide engagement throughout the region and TNEP intends to develop initiatives in the future in partnership with the IETC.)
- Simon Molesworth** *President, Environment Institute Australia and New Zealand (EIANZ)*  
(The Environment Institute of Australia and New Zealand will be peer reviewing the second draft of the manuscript.)
- William McDonough** *Co-Founder, McDonough Braungart Design Chemistry (MBDC)*  
(Bill McDonough has offered to write forwarding material for the publication and expressed interest in forming an operational relationship with TNEP in the development of initiatives in the future.)

## Shaun Mays joins The Natural Edge Project Advisory Board and Editorial Review Panel

Shaun Mays retired as the Managing Director of Westpac Financial Services in 2003. Shaun has over a decade of experience in the financial services industry in Australia and internationally. Prior to joining Westpac in 1999, he held senior positions including Chief Investment Officer of Commonwealth Financial Services and Managing Director and Chief Investment Officer of Mercury Asset Management. Shaun is currently a Director of Plan International Australia Limited, a non-executive Director of Babcock & Brown Direct Investment Fund, Director of Investa Properties Limited a Member of the National Environment Education Council, a Member of the Australian Stock Exchange Listing Appeals Committee and Member of the Environment Minister's Round Table.

Shaun recently released the Mays Report on Corporate Sustainability – an investor Perspective. Federal Minister for the Environment and Heritage, Dr David Kemp, unveiled the new report that shows a company's approach to sustainability can provide investors with an important indicator of long-term corporate performance and risk.

"The Mays Report is a key contribution from leaders in the financial sector into the advantages of factoring corporate sustainability into investment and management decisions. In addition to saving costs and increasing revenues, corporate sustainability improves a company's intangible assets such as brand image, supplier relations, and appeal to customers and employees," Dr Kemp said.

The report - Corporate Sustainability: An Investor Perspective - also shows Australia's investment community is not taking full advantage of the benefits from leveraging information from the sustainability performance of businesses relative to their British and European counterparts.

Written by Mr Shaun Mays - with assistance from representatives of ABN AMRO Morgans, AMP Henderson Global Investors, BT Financial Group, Insurance Australia Group and Sustainable Asset Management - the report features a range of case studies involving some of Australia's leading companies. It found investor interest in sustainability is still in its formative stages in Australia and that companies need to more clearly demonstrate how they approach sustainability principles in their business.

"Sustainability is closely linked to resource efficiency, cost management and management performance indicators. It can provide a particularly useful window into management efficiency and competency for analysts who need a deeper view into a company's performance," Dr Kemp said. "Through assessing sustainability indicators found in triple bottom line reports for example, investors can get a valuable insight into management's ability to understand, manage and anticipate the dynamics of the external business environment and identify specific risks and opportunities."

Case studies in the report show companies which have created new business opportunities from sustainability have either enhanced established businesses or lowered their overall risk profile. For example, the Investa Property Group saved \$185,000 or over 16% of its total energy costs at one property by reducing air conditioning operating hours, installing controls that more efficiently manage after-hours lighting and refitting office space lights with energy efficient bulbs.

Another company, Global Renewables, has won approval to build a new waste treatment plant in Sydney to 'mine the waste stream' to produce energy and fertiliser. The facility will recover 17,000 tonnes of plastic, glass, paper and metals each year, then will separate and clean the organic waste to produce renewable energy and return the carbon to the soil as organic fertiliser.

Mr Mays said Australian investors tend to focus on financial outcomes when assessing financial performance primarily as a result of investment analysts' "one-dimensional approach" to company performance. "We believe a more rounded approach to investment and risk management is a necessity - if only as to pre-empt problems within companies before they become apparent, both in fact and in share valuations."

Mr Mays was a former investment analyst at the helm of some of Australia's largest investment managers, including Potter Warburg and Commonwealth and Westpac Investment Management. The report is available on the Department of the Environment and Heritage website at:

[www.deh.gov.au/industry/finance/publications/index.html](http://www.deh.gov.au/industry/finance/publications/index.html)

## Quote of the Month

"What is shaping how the world evolves today?... Not any one individual but rather a network of people and organisations who are planting ideas of interdependency and sustainability that will transform how our larger systems work in the future. We don't need a new world president who will make it all work out for us. We need many people who do things with awareness that we're all interdependent."

MIT Professor Peter Senge, author of *The Fifth Discipline*



The members of the secretariat wish to thank the following supporters of the project;

- [Australian Conservation Foundation \(ACF\)](#),
- [Australian Green Development Forum](#),
- [Australian Virtual Engineering Library \(AVEL\)](#) – Sustainability Knowledge Network
- [The Barton Group](#),
- [Business Council for Sustainable Energy](#),
- [Centre for Green Chemistry, Monash University](#)
- [Centre for the Encouragement of Philanthropy in Australia \(CEPA\)](#),
- [Commonwealth Science, Industry Research Organisation \(CSIRO\)](#),
- [Environment Business Australia](#),
- [Environment Institute of Australia and New Zealand \(EIANZ\)](#)
- [Green Innovations](#), [EcoFutures](#), [Arup](#) and [Hatch](#),
- [Global Sustainability at RMIT](#)
- [Institution of Engineers Australia](#),
- [International Young Professionals Foundation](#),
- [Nature and Society Forum](#),
- [New Zealand Business Council for Sustainable Development](#)
- [Queensland Environment Protection Agency – Sustainable Industries Group](#),
- [Rocky Mountain Institute](#),
- [Triple Bottom Line Australia](#),
- [University Leaders for a Sustainable Future \(ULSF\)](#),
- [UN International Environment Technology Centre \(IETC\)](#),
- [World Federation of Engineering Organisations - ComTech](#),
- [Young Engineers Australia](#).



**The Natural Edge Project Website is now online!**  
The public site is now ready for TNEP with [izilla](#) having worked tirelessly to ensure that we have a robust and functional site for our project, thanks guys... you rock!!



Please contact the team at [secretariat@natuledgeproject.net](mailto:secretariat@natuledgeproject.net) or on +61 (0)8 8361 6929 or +61 (0) 412 427 543 for any queries regarding the project.

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