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Local Economic Development Agency completes first ever sustainability survey of Nature Coast businesses

Nature Coast Enterprise has surveyed Kapiti and Horowhenua businesses to gauge their awareness of sustainable business practices. The results show that many Nature Coast businesses are walking the sustainability talk with 48% taking some practical actions but no formal planning.

Nature Coast Enterprise Business Development Manager and author of the survey, Helene Judge said "the survey results provide valuable insights into how businesses are approaching sustainability. We will use the information to develop a self-assessment tool, case studies and training that will launch in April 2009. Through local case studies we want to showcase to other businesses what has, and can be achieved over a period of time. We anticipate that real examples will provide leadership for other businesses to start their sustainability journey."

Key findings of the survey include:

1. 54% are committed to being more efficient with resources and raw materials
2. 51% perceive an improved image of their business by implementing sustainable business practices
3. 57% believe time and not knowing where to go for assistance is a barrier to implementing sustainable business practices

For further information or a full copy of the survey results, contact:

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