

A shift in focus for BusinessCare's e-news

We recently counted over a dozen sustainability-related newsletters in New Zealand! While they are all different and special, we have decided to further differentiate our newsletter to reflect our mission of cleaner production capacity-building and support.

From now on in this newsletter, look for:

- practical advice on how to:
 - market cleaner production to businesses
 - implement cleaner production on the shop floor
- learnings and experience of New Zealand local cleaner production co-ordinators
- links to new downloadable documents on our website

☞ *First up overleaf, we have some practical tips on how to write your own cleaner production newsletters to your businesses and other local stakeholders.*

RR: Regional roundup

Waitakere City

Michelle Dawson and Aidan Cooper (09 – 836 8000) have completed a report on a survey on the use, storage, recycling and disposal of hazardous substances by commercial and industrial businesses in New Lynn and Henderson. For Stage 2 they will develop an education strategy on environmental impacts identified and work with local businesses to implement better practices, for example, in the collection of waste oil. Stage 3 will involve research on hazardous substance substitution, as when printers were encouraged to use citrus-based instead of solvent-based cleaners.

The team's boat-building project is progressing well, with a Boat Building Information Group set up with good buy-in from participating organisations, including Occupational Safety and Health (OSH), Accident Compensation Corporation (ACC), the Auckland Regional Council, Boat Building Association and the NZ Printing and Manufacturing Union. Significant support from ACC has helped the project to develop initial sections of a Boat Building Industry Health, Safety and Environment Guide for boat builders to begin working through later this year.

North Shore City Council

The North Shore City BusinessCare Construction project aims to help four construction sites reduce waste to landfill this year.

North Shore City Council recently held the presentation of their first Waste Minimisation "Leading by Example" Awards.

These internal awards recognise people and teams within Council who are following the leading by example requirements in the Council's Waste Minimisation Plan. The presentation ceremony included the Mayor and Acting CEO. The seven winning finalists received a day out on a spectator boat in mid February watching Team New Zealand beat Alinghi. These prizes were donated by Fuji Xerox. .

North Shore's BusinessCare Enviro-Mark programme so far has eight businesses committed to achieving Enviro-Mark Gold certification within 2 years of signing up to the programme. As part of the programme the businesses have also committed to implementing cleaner production and waste reduction programmes, introducing environmental standards for their suppliers and contractors, developing purchasing policies to consider environmentally preferred products and to help expand the market for recycled products.

If you have any questions about these North Shore City programmes, contact Kevin Crutchley on 09 486 8600.

Conference links

Buying Green 2003 Conference and Expo, 'Purchasing for a sustainable future' Melbourne 1-2 May 2003. Register by email buygreen2003@impactenviro.com.au or Internet www.impactenviro.co.au/buygreen2003

'Green Building: Market opportunities for wood products', Auckland 16-17 June 2003. Register by email murray.wilson@fiea.org.nz or by phone 03 471 0053

In the next issue ...

New on the website – new documents to download and use for your cleaner production programme

Marketing tips – PowerPoint presentations that really do make a powerful point!

Lessons learned – what company X and Hutt City learned about working in teams on sites

☞ *What other topics would you find helpful? Let us know by email to enquiries@businesscare.org.nz, or call Carole Inglis on 09 - 486 6721*

RR: Recommended reading

Malcolm Gladwell, 2000 [The tipping point – how little things can make a big difference](#). Abacus. The epidemiology of behaviour change – viruses, vectors, context and case studies that will help you identify the key people to adopt and promote your message.

Marketing tips

Newsletters with punch

Purpose

- ✓ the most important thing to get clear about is your newsletter's **purpose**. * Why are you sending it out? What do you want people to **do** about your news? Make sure you give them a reason to read
- ✓ the title is usually the first thing a reader sees, so make it interesting and relevant. Give arresting headings to important items, and serious headings to serious ones *
- ✓ everyone is busy and no-one will read a boring newsletter, no matter how worthy. Keep your information lively, timely and relevant, especially with achievements and problem-solving applications

Relevance

- ✓ think of your audience – what do they want to know? What concerns may they have? Remember, they are busy people running a demanding business
- ✓ involve your readers – invite them to send in comments or questions to answer in the next issue *
- ✓ include vouchers, coupons, quizzes, questionnaires and reader reply options to help you evaluate readership and relevance *
- ✓ distribution: who gets your newsletter? Who should but doesn't? What's in it for them? *
- ✓ build a team: send your newsletter to more than one person in each company, and ask for names and positions of the people of production managers, accountants, CEOs, leading hands, union reps ...
- ✓ mail list: keep your data base accurate and up to date – this means removing as well as adding names *
- ✓ research future topics: keep a file of ideas for forthcoming editions, especially where local events relate to good topics *

Language

- ✓ use short, everyday words instead of long technical ones – 'start' instead of 'commence'
- ✓ use short sentences – practise by trying to halve the length of each one in your first draft!
- ✓ vary the style – the occasional longer sentence does add variety to your writing
- ✓ use the active not the passive sense – 'We found' not 'It was found that'
- ✓ avoid or explain jargon and acronyms – if a bright 11-year old won't understand, no-one else will
- ✓ use a friendly but professional tone – "We'll keep you informed" rather than "Further notification will follow"

Layout

- ✓ avoid capital letters – they interrupt the reader's eye and look authoritarian
- ✓ use open bulleted lists (like this one) with no capitals or full-stops, again for ease of scanning
- ✓ keep plenty of white space – your message will stand out the better for it

- ✓ use photos, especially of people featuring in the story
- ✓ include a date and a sequence number for each newsletter, such as No.14, February 2003
- ✓ keep it simple, especially if this is new for you. Study newsletters you like the look of and see what they do*
- ✓ if posting, leave a panel for putting postal labels on and lay it out for mailing without an envelope *
- ✓ download BusinessCare's newsletter template from our website www.businesscare.org.nz – we expect it to be there from March 2003

Management

- ✓ time and money: do you have the time to commit to sending your newsletter regularly? Do you have the budget for copying and mailing out hard copy? *
- ✓ forthcoming issues: don't rely on your memory for good ideas – have a handy box or hanging file to keep them in
- ✓ set up a series of deadlines on a calendar, in your diary and/or on your electronic scheduler – what ever suits, you, make sure you have a reliable bring-up system that schedules production dates and reminders *

Checking and proofing

- ✓ spell-check – be sure your newsletter is word perfect. Always spell check – even after adding only a word *
- ✓ proofread: ask someone else to proofread your newsletter for you – they will pick up spell check eluders like 'form' instead of 'from' as well as ambiguities and things that aren't clear *
- ✓ remember to change date and issue numbers
- ✓ style check #1: use your organisation's style guide to make sure you have the corporate as well as the BusinessCare 'look'
- ✓ style check #2: ask your proof reader to check your draft against your favourite tips from this newsletter
- ✓ clean, tidy and professional doesn't have to mean expensive – take the time to get it right, because we all make mistakes when we're tired or rushed

Your comments ...

- ✉ How does BusinessCare's e-news compare with the tips we offer in this newsletter? [Email us](#) to give your score between **1** (fails to address most of these tips) and **5** (succeeds in addressing most of these tips)
- ✉ Do you have favourite tips of your own? [Email us](#) to pass them on and we will add them to this tip sheet – with full acknowledgement - before we put it on our website

**BusinessCare cordially thanks Brian Morris of the NZ Institute of Business Studies for allowing us to draw these tips from his Graduates Club Newsletter #43. You can reach the NZIBS on 09 – 274 1917 or www.nzibs.co.nz*