

FORWARD CASE STUDY: 100% PLAN

Mobilizing New Zealand's Cleantech Future

"We involved Forward with a very short lead time. Their involvement was diligent, timely, focused, and helped us get things moving with tight deadlines... Forward has been beneficial in helping us raise awareness and gain support for our initiative. We would not hesitate to recommend their services."

- Phillip Mills, Chairman and Founder,
Les Mills International
Former Chair, 100% Plan



Client: Multi-industry sustainability leadership consortium

Project: 100% Plan

Service: Strategy, research, stakeholder management, content + communications

Industry/Sector: Academic/Research

Challenge: Rally business leaders to furthering the cause of cleantech; inform and influence key decision makers at top levels of New Zealand government

Results: Working closely with the Chair and research team, we aided:

- Research initiatives on all areas of cleantech definition, justification, business case, economic implications and opportunities
- Swift organization and formatting of content
- Editorial revisions
- Sourcing business leader signatories
- Complete project turnaround for presentation by Chair and committee in under a fortnight
- Subsequent *Idealog* Magazine interview tie-in to raise public awareness of the initiative

For more information, visit:

100% Plan
www.100percentplan.com

Idealog Magazine
<http://idealog.co.nz/magazine/27/one-hundred-percent/>

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Situation

With climate change firmly on the international agenda, and countries from the United States to Germany to South Korea pouring billions into cleantech solutions, it was time for New Zealand to advance its own progress. Phillip Mills, Geoff Ross, and other national business luminaries formed a consortium to gain traction. The plan: reach out to the Prime Minister and Cabinet, form a high-level cleantech task force, and push development to the forefront of the agenda.

Challenge

Government leaders needed the value proposition, a solid business case, and policy recommendations. To inform these, research across numerous areas and regions took place to compile a comprehensive report. Tying up these areas, filling in the gaps, and evolving one cohesive document with a nationwide research and leadership team presented an interesting challenge. Due to schedules of high-level political leaders, a narrow two-week window of opportunity presented additional project complexity.

Solution

Mobilized, flexible, and informed, Forward was tapped to serve yet another critical hub role. We worked with researchers to incorporate numerous threads into a format that would guide government leaders through the decision making processes.



Tight content editorial ensured that information was relevant, sequential, meaningful, and consistent. Reporting to the Chair, we quickly followed up on structural additions and changes, and enabled a swift project turnaround with a high level of quality. Following submission to government, we also helped raise the public profile of the initiative by completing a feature article for *Idealog* magazine.

Evaluation

The "[100% Plan](#)" was an epic undertaking by multiple researchers, dozens of business leaders, and 50 signatories to help influence the course of climate action in New Zealand. Thanks to this initiative, a Government backed task force for cleantech has been created in early 2011, and progress is positive.