

## ABSTRACT SUBMISSION FORM

### Key Author for Correspondence:

<b>First name</b>	Louise	<b>Surname</b>	Baker
<b>Organisation</b>	Opus International Consultants		
<b>Postal address</b>	PO Box 5848, Auckland 1141, New Zealand		
<b>E-mail Address</b>	Louise.Baker@opus.co.nz		
<b>Phone number</b>	0272137207	<b>Cell Number</b>	0272137207

### Paper Details:

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#### Overview of Presentation

This paper will inform the reader about the Sustainable Business Network's (SBN's) new workstream to "Accelerate Smarter Transport in New Zealand." In September 2014, SBN's 'Project NZ' (#ProjectNZ) conference launched a new approach to business transformation called 'The Big Shift' (#theBIGshift). The Big Shift method was created by SBN's UK partner Forum for the Future\* to bring about a big shift in the way we do business for a more sustainable future, this is the first time the method has been applied in New Zealand.

Nationally, a range of pioneering options already exist and SBN recognises their potential for scale, replication and mass promotion. Business opportunities continue to emerge as a result of new technology, greater uptake of location-based social media, better utilisation of the national fleet and integration with home energy systems. The shift to smart transport alternatives is already underway, the Big Shift seeks to accelerate it. In the lead up to the conference, SBN engaged with government, businesses and industry experts to shape the transport stream and identify sponsors. Opus is one of the sponsors and this paper has been written to promote the Big Shift and inform readers about how it might affect their transport future.

\*Forum for the Future is one of the world's leading sustainability organisations.