

Climate-related Risk and Opportunities Assessment

Our Auckland-based PR and communications agency has conducted a climate change risk assessment, evaluating the potential risks and opportunities for our own operations and services in New Zealand and we have determined that there are no significant climate-related risks likely to directly impact our agency's operations.

Within the built environment, we recognise the potential risk of flooding to roading networks or public transport infrastructure, which could affect our employees' ability to commute to the office. However, our agency is well-prepared for such situations, as we are accustomed to flexible working arrangements that include working from home.

Additionally, we recognise that the resilience of the country's telecommunications infrastructure is a critical factor for our agency, especially considering the reliance on internet connectivity for remote work. While we do not have direct influence over this infrastructure, we are encouraged by the proactive steps taken by our service providers to address resilience gaps. We have observed the implementation of innovative solutions like Star link to enhance the reliability of internet connectivity, which further strengthens our confidence in maintaining seamless communication and productivity.

We recognise the indirect effects, such as potential input cost increases due to rising insurance premiums and the higher cost of electricity resulting from increased demand and reduced supply. However, we are prepared to adapt and maintain uninterrupted services to our clients.

While we remain vigilant of potential cost increases and supply-related challenges, our primary focus is on providing strategic support to our clients in their sustainability efforts and helping them capture the growing market demand for sustainable products and services.

Our agency is well-positioned to assist our clients in effectively communicating their sustainability initiatives and achievements through impactful storytelling and comprehensive reporting, both at the corporate and consumer levels.

By leveraging our expertise, we can guide our clients in aligning their messaging with the evolving expectations of environmentally conscious consumers.

We are dedicated to helping our clients navigate the sustainability landscape, embrace opportunities arising from shifting market preferences, and enhance their brand reputation in relation to sustainability practices.

Through our expertise in sustainable communication and our focus on supporting our clients' sustainability goals, we are confident in our ability to navigate any obstacles and maintain our high standard of service delivery. We are dedicated to meeting the evolving needs of our clients while ensuring the well-being and productivity of our team.