

FIRST ANNUAL GENERAL REPORT OF THE 42COLLECTIVE INCORPORATED SOCIETY

MESSAGE FROM THE CHAIR

No, we are not 42 Below – the vodka label – although I no longer correct the association.... there's no real need since vodka is enjoyed by the 42collective!

And the vodka was not the inspiration for our name either. The name of the 42collective was spurred by a combination of things: a previous social experimental project in Dunedin, the answer to 'the meaning of life' in *The Hitchhiker's Guide to the Galaxy*, and something to do with our latitude...

Being elected Chair of the 42collective took me a little by surprise, and I didn't really think hard enough about what I was getting into. It was a passing comment of Ben's (our Secretary) that persuaded me to accept the nomination – he said "all you need to do is chair meetings, I'll do all the hard work". Well, I did develop my skills a little of chairing the meetings, but, first year out of uni (and trying the whole "being an adult" thing), I also had a crack on a whole lot of other things – spreading the word of the collective, editing websites, organising events and even a little shake of the spray can. It has been incredibly fun and rewarding.

The 42collective has grown from a membership of a four-person flat, borne out of a sunny Sunday afternoon rant, to nearly 500 Wellingtonians (geographically and virtually) in a year! That is a great accomplishment. Now we need to focus on keeping the momentum going, getting to know each other, and making sure lots of fun things (big and small) keep on happening.

OUR COMMITTEE MEMBERS

The Committee is responsible for the overall supervision and management of the business of the 42collective. In this first year, the 42collective had eight committee members:

Amélie Goldberg, Chair, is an environmentalist, generalist, all-rounder.

Ben Gleisner, Secretary, has experience in the 'economics' side of environmental issues. You can talk to him about externalities for hours.

Melissa Keys is our Treasurer and has managed much more than our finances! Melissa has experience in sustainable business.

Mary Llewellyn-Fowler is the face of our External Liaison and has experience in community-based projects and the 'social' aspect of sustainability.

Connie Nisbet is our networking enthusiast and sustainable style expert.

Lisa Johnston keeps the F in fun.

Spencer Clubb is a sage and knows a crucial skill - how to work a website.

Tushara Kodikara has contacts!

All of us are or have been policy wonks in Wellington. Connie has now gone to further herself in Canada.

WHAT WE'VE DONE THIS YEAR

We describe the 42collective as aiming to “simplify and encourage the shift towards lifestyles that enhance personal wellbeing, maximise resource and energy efficiency and minimise harm to people and the environment”. And we’re based in Wellington. So that basically means we focus on practical sustainability issues in Wellington, from sharing web-based information on how to live in a more sustainable way, to holding events and working with businesses.

The list below provides a summary of the things we have achieved this year.

Information

Our first mission was to provide basic practical advice on ways to simply and encourage a shift towards business practices and personal lifestyle choices which increase benefits and/or reduce costs to society and the environment. This involved dispelling some of the myths associated with sustainability, and developing web-based information focusing on the themes of clothing, food, energy and electronics. See [our website](#) to find out more.

The 42collective supported the creation of the Urban Living Guide to Wellington, which presents some really useful ideas for how to live more sustainably in a creative and positive way. If you want a copy you can download it from [our website](#)

We also created two user-based Google Maps: the foraging food gatherer's guide and our sustainable clothing accessories retailers guide. You can view and edit these maps...

[Edible Wellington – a gatherer’s guide](#)
[Sustainable Style in Wellington](#)

Collective Action

The 42collective hosted a series of seminars and activities on the themes of food and clothing. The seminars were held at the Southern Cross Bar, where members of the 42collective came to listen our guest speakers. After the weekday seminar, we held a related activity day the following weekend to put into action what was learned at the seminar.

The first Collective Action series was the Summer Series on the theme of food with speakers from the Wairarapa Growing Company, the kitchen garden, the Fair Trade Association, the Sustainability Trust, and Commonsense Organics. Workshops were held on growing your own garden, composting and a cherry-picking outing to the Wairarapa.

The Autumn Series, themed ‘sustainable style’, featured speakers from Starfish, Kowtow, TradeAid, Duncan and Prudence, Wellytown and World Sweet World. The workshop included upcycling old clothing, making mittens out of old jerseys, sewing dresses out of sheets, and a clothes swap.

Check out our [42collective forum](#) for more info.

Wellington Conscious Consumer Café Project

It's often hard to find information about how the products we buy affect our planet and other people, and where to buy products that are made in sustainable ways. One of our missions is to provide Wellingtonians with easily accessible information on what local businesses are doing to be socially and environmentally sustainable. As cafés are a much-treasured part of Wellington's culture, we're starting with the Wellington Conscious Consumers Café Project.

The café project has two objectives:

1. To support and encourage Wellington cafés to adopt more environmentally and socially responsible business practices
2. To enable the customers of Wellington cafés to make more informed purchasing choices.

The project is sponsored by the Wellington City Council. The council awarded us an initial seed fund of \$2,500 in June 2008, and a further \$4,000 in January 2009. We have also received support for, and feedback on, our project from a number of organisations including FairTrade, the Sustainability Trust, Greater Wellington Regional Council, the Sustainable Business Network, Intersect and Trade Aid.

We're aiming to launch the café project in early 2010. Notable achievements to date include:

- Creation of Conscious Consumer style guide - conceptual design for Conscious Consumer brand and "badges" (Design by Alto Design Ltd)
- Creation of the draft responsible café guide - provides information on the 'what, why, and how to' of eight environmentally and socially responsible business practices
- Development of a café survey to find out which of the eight practices a café is undertaking. For every practice a café is undertaking it will be awarded a "badge" to display in-store
- Initial meetings with Cuba St cafés to seek feedback on project concept, background document and survey format
- Development of "reasonable tests" for each of the eight practices – a café must meet a "reasonable test" in order to be awarded a "badge." The reasonable tests are based on existing credible certification schemes and labels (eg. Fairtrade and Environmental choice)
- Initial contact with regional and national suppliers and producers of the responsible practices
- Develop the structure of the website, and initiate discussion with web-developers

If you would like more information on the conscious consumers café project you can contact us at Conscious.consumers.wellington@gmail.com

NETWORKING AND PARTNERSHIPS

Our [42collective forum](#) has been a really good catalyst to get people to discuss issues, post events and be involved in our projects. We've worked with Intersect, the Fair Trade Association, Mr Freeze and Gecko.

OUR PLACE – THE ECO-HEADQUARTERS

Over the last year the 42collective has also held a number of working bees and workshops at a straw-bale house in the Wairarapa (which is owned by our current Secretary and his brothers and sister). The house is totally off the grid, has a great vegetable garden and orchard, an underground cool store, composting toilets and a grass roof - a true eco-house if there ever was one! It is a great place to hang out for the weekend, and we have recently set a calendar so that members of the 42collective can book it and take friends out there. If you want to find out more, check out the '[sharing our straw-bale house](#)' page on our forum.

FINANCIAL REPORT

The 42collective's accounts first opened in June 2008 shortly after we received our certificate of incorporation from the Companies Office. Since this time, we have been awarded two creative grants – totaling \$6,500 from the Wellington City Council for the Wellington Conscious Consumers Café project. An initial seed fund of \$2,500 was used to create the Conscious Consumer style guide – the conceptual design for Conscious Consumer brand and “badges.” A second grant of \$4,000 will contribute: to the design and production of the café and customer guides, final badges and display material; printing costs (including survey and guides); website design.

For further information refer to the 42collective Incorporated First Annual Financial Statement 2009 – attached as Appendix One.