



The National Business Initiative (NBI) provides an enabling environment for business to achieve sustainable growth by:

- Building the brand of business as a source of innovation and positive action and positioning business as a trusted implementation partner for government and other key societal stakeholders, both nationally and internationally.
- Facilitating dialogue and insights that enable understanding of critical issues related to the economic, social and environmental transformation required for long-term business and societal success.
- Building trusting relationships between government and business and providing a safe channel for communication with government to positively engage on current issues and build deeper mutual understanding.
- Developing mechanisms for leading companies to share their learnings and experience with those starting out on the sustainability journey.
- Providing platforms for transparency and sharing of information on company best practice to create public accountability and provide a mechanism for leading companies to give effect to their market advantage.
- Using the knowledge gained in stakeholder engagement and research programmes to formulate collective action programmes and projects our members can engage in.
- Identifying platforms for collective action and delivering value to members in
 - Thought leadership and intellectual property development;
 - Events and forums for learning and engagement;
 - Bridge-building and networking; and
 - Project/Programme implementation.

The NBI:

- Provides business-led solutions that drive economic and social transformation.
- Builds stakeholder trust and improves the sustainability of the country by delivering development outcomes in priority focus areas.
- Has strategically chosen international partners who are respected and recognised as generating business solutions of value to society.