

Mark Robinson CEO
Stewart Mitchell Chair and Board Members
New Zealand Rugby

RE: All Blacks sponsorship deal with INEOS

Tēnā koutou,

We're writing as All Blacks fans. We're writing as New Zealanders. We're also writing as Kiwis in Climate, a non-partisan group of 100+ international and domestic New Zealanders working in climate and related fields — we hail from science, law, finance, business, academia, consultancy, communications, policy, engineering and design. Below we put an offer on the table, but first it's important we articulate our collective concerns.

'Ineo' is Latin for a new beginning and 'Neos' is Greek for something that's modern or innovative. Far from being an innovative new beginning, NZ Rugby's decision to scrum down with petrochemicals giant INEOS fends modern scientific and political realities in the face. It shoulder-charges at least two of the All Blacks' own principles to boot, including 'be a good ancestor' and 'write your legacy'. 'Leave the jersey in a better state than you found it', we're told. 'It's not about you, or about today, it's about the legacy.' This deal comes at a moment in the test match when we need domestic and global leadership from widely respected, values-driven organisations and brands more than ever.

The INEOS deal is simply a backwards step for the All Blacks and New Zealand. Our concerns run from one to number eight, circling around the global necessity of tackling the timed test of climate change and neutralising the emissions of carbon dioxide (CO₂) by mid-century. Collectively, we believe the deal:

1. Misses an opportunity to show leadership on the global stage; that is, to lead from the front on the defining issue of our time.
2. Undermines NZ's legal obligation of net zero CO₂ emissions by 2050 and further diminishes the world's chance of containing global average temperature at the guardrail of 1.5°C or thereabouts.
3. High tackles our Pacific neighbours, responsible [for just 0.03% of global emissions](#) but already being hit with the worst effects of climate change. As things deteriorate, they will suffer even worse king tides, more intense and frequent cyclones, and the eventual loss of low-lying islands due to sea-level rise.
4. Fails to convert for women, youth and people with disabilities, all of whom have teams under NZ Rugby's umbrella. These groups are disproportionately affected by climate change.
5. Blindsides New Zealand's clean, green image at a time when we need to be shoring up the defensive line. The French and Netherlands (the latter new to rugby), in a [growing movement](#), have this year banned fossil fuel advertising; meanwhile, New Zealand's premier sports organisation is happy to introduce it.
6. Wrong-foots climate aware and politically conscious All Black supporters. This is because to

- stand tall in the lineout against something as culturally sacred as the All Blacks can easily be misconstrued as a show of disloyalty, rather than a suggestion for an improved game plan.
7. Runs in opposition to the key mantras that have set the All Blacks apart and made New Zealand Rugby teams the envy of the world. For example, this partnership does not display leadership, humility or playing for a higher purpose.
 8. Carries with it significant reputational risk for the All Blacks and Aotearoa New Zealand.

Some dates and numbers may help. During the six-year lifetime of the INEOS deal, the world, to have a 50% chance of keeping global heating within the dead-ball line of 1.5°C, needs to slash global CO₂ emissions from 42 billion tonnes a year to roughly 30 billion. This task is grounded in scientific fact, reinforced in August's IPCC [report](#) on the state of global climate science. The BBC and global media players [covered](#) the report as '[code red for humanity](#)'. Even the [International Energy Agency](#), which was created expressly to stabilise oil markets, now recognises the need to end all new fossil fuel production and finance beyond already committed projects.

INEOS is on the wrong side of the paddock and getting away with a series of professional fouls

- As publicly-traded players abandon their fossil fuel interests, smaller private players like INEOS — which face far less scrutiny over their activities — are [buying up the very assets](#) the world has accepted must be left behind.
- For example, INEOS didn't get sent to the sin bin for *expanding* its fossil fuel portfolio when it bought BP's global petrochemicals business in January. BP is [off track](#) on climate, but even its CEO [called the decision](#) to dump its petrochemicals 'another deliberate step in building a BP that can compete and succeed through the energy transition'. INEOS's CEO, by contrast, called the deal 'a logical development of our existing petrochemicals business'.
- INEOS has *not* joined the [Race to Zero](#), a coalition of almost 4,500 companies committed to achieving net zero carbon emissions by 2050 at the latest.
- Bowing to global pressure, INEOS pledged a net zero target [two months ago](#), but it's conspicuously light on details and prone to greenwash. For example, its near-term 2025 target is an *intensity target* not an absolute reduction target: 'we will reduce emissions for each kg of product by 10% by no later than 2025'.
- INEOS still doesn't disclose its overall greenhouse gas emissions. (But INEOS's largest front rower, Grangemouth, does — it [emitted](#) over 3.2 million tonnes of CO₂ in 2019.) ● In 2020, INEOS drop-kicked [22.8 million tonnes of petrochemicals](#) over its own goalposts, more than it produced in 2019.
- INEOS plans to use 325,000 tonnes of recycled plastics by 2025 — an 'ambitious target' but this [amounts](#) to less than 1.5% of its chemical production in 2020.
- Despite a UK government-issued red card on the practice, INEOS [supports](#) fracking exploration in the country and is actively engaged in its [expansion in the US](#).

According to [CDP](#), an international organisation that tracks corporate climate disclosures, INEOS finally responded to its request for emissions information this year, presumably to safeguard its social license to operate. INEOS is, by any objective measure, extraordinarily late to the climate game and only half-heartedly trying to play catch-up.

Ineos

Country: Switzerland

| <u>Year</u> | <u>Program</u> | <u>Status</u> | <u>Score</u> |
|-------------|---------------------|-------------------------|--------------|
| 2021 | Climate Change 2021 | Submitted | Not Scored |
| 2021 | Water Security 2021 | No Response | Not Scored |
| 2020 | Climate Change 2020 | No Response | F |
| 2019 | Climate Change 2019 | No Response | F |
| 2018 | Climate Change 2018 | No Response | F |
| 2017 | Climate Change 2017 | Declined to participate | F |
| 2016 | Climate Change 2016 | No Response | F |

Partnering with a fossil fuel company in the year 2021 is wrong, especially when that company is not making good faith attempts to transition away from polluting forms of business. We'd like to better understand NZ Rugby's due diligence of INEOS and its CSR policies more broadly. In particular:

1. The scope of the due diligence. Has NZ Rugby seen or had assurance that INEOS's interim carbon reduction targets are in keeping with a net zero by 2050 pathway? Were any scientists or policy experts consulted about the target or pathway?
2. Does NZ Rugby have plans to assess the integrity of INEOS's climate strategy — including its planned use of offsets and scopes of coverage — when these are made publicly available?
3. Mark, you recently spoke on RNZ of being satisfied with INEOS's investment in sustainability. Notwithstanding [substantial planned investments](#) in green hydrogen, are you aware of how near-term investments will contribute to demonstrable emission reductions?
4. Does NZ Rugby have a plan to reduce its own emissions to help the world achieve net zero?
5. Would NZ Rugby consider joining the [Climate Leaders Coalition](#), New Zealand's main coalition of companies pursuing climate action? Most of NZ's iconic brands are members.

Our offer

Regarding points four and five above, we'd like to harness Kiwis in Climate's collective body of expertise, both CSR and climate, to help NZ Rugby define and design a strategy for achieving net zero

CO₂ emissions by a specified date in the future. Any strategy to reach net zero would, of course, include sourcing sponsors that are either carbon neutral already or actively tackling their carbon footprint along [best practice](#) and in good faith — for example, executing demonstrable near-term action, including Scope 3 emission reductions in targets and minimising the use of external offsets (carbon credits).

A small selection of our members would be happy to visit NZR headquarters to discuss this offer. Crafting a game plan now would ensure leadership on climate change. Done right, NZ Rugby would protect its reputation and brand, that of its existing co-sponsors (see below) and that of New Zealand's more broadly. Climate change is not an issue, it's an era. We'd like to help NZ Rugby treat it as such.

Game of two halves

It's also worth stating the obvious: in stark contrast to what INEOS brings to this game, co-sponsor Steinlager promotes [carbon zero beer](#), while apparel partner Adidas manufactures an All Blacks jersey from [recycled plastic](#) 'intercepted on remote islands, beaches, coastal communities and shorelines'. Forecasts from [BP and the IEA both see petrochemicals \(plastics\) as the largest driver of expected oil demand](#), making up 95% and 45% of future oil demand growth respectively. So, as Adidas strives to tackle plastics pollution on our beaches, INEOS's profitability is tied up in growing it — an inconvenient truth that demeans the All Blacks jersey and is unlikely to survive the glare of public scrutiny.



We hope you accept our offer to meet. Having an opportunity to expand on our offer would be appreciated. This letter's signatories think that urgent leadership in this area will guarantee that the next phase of play sets up our national game's reputation and brand for long-term success.

We look forward to hearing from you in due course.

Ngā manaakitanga

| Kiwis in Climate | Other signatories |
|--|---|
| John Lang, Energy & Climate Intelligence Unit; Consult Climate; Convenor of Kiwis in Climate | Sir Bob Harvey KNZM.QSO |
| Rosa Winter, Environmental Advisor (personal capacity) | Dame Anne Salmond ONZ DBE FRSNZ |
| Lindsay Wood, Director, Resilienz Ltd. | Chris Laidlaw, All Black #641 |
| Simon Millar, Executive Director, Pure Advantage | Bob Burgess, All Black #690 |
| Sophie Handford, National Coordinator, School Strikes 4 Climate and Councillor, Kāpiti Coast District Council | Jenny Cooper QC |
| Celia Wells, Policy Specialist, (personal capacity) | Rachel Brown, CEO, Sustainable Business Network |
| Nick Morrison, Director, Go Well Consulting | Professor Bronwyn Hayward (MNZM), University of Canterbury |
| Louis Chambers, Leadership Advisor & Generation Zero Co-Founder | Emily Gaddum MNZM, four time Olympian and former New Zealand field hockey player |
| Dr Gwen Grelet, Senior Researcher (personal capacity) | Ema Aitken, Judge |
| Jolyon Swinburn, Senior Policy Analyst (personal capacity) | Professor Boyd Swinburn, University of Auckland |
| Lydia Hascott, Sustainable Finance Professional Dave Frame, Professor of Climate Change, Te Herenga Waka - Victoria University of Wellington. Southland and Crusaders fan Georgina Beasley, Senior Policy Manager Qiulae Wong, Head of Impact, Hoxby Joel Benjamin, Communications Officer, Carbon Tracker | Professor Robert McLachlan FRSNZ, Massey University Mike Taitoko, Co-Founder Toha, Acting CEO Calm The Farm, CEO Takiwā Amanda Ellis, Director Global Partnerships, ASU Wrigley Global Futures; Former NZ Permanent Representative to UN Neil Finn, Musician Dr Andy Buchanan, Professor Emeritus, University of Canterbury |
| John Clemo, Member, Solomon Islands Climate Action Network | Dr Jez Weston, Climate Venture Capital Fund |
| Gilbert Lennox-King, CEO, Construction Carbon | Rohan MacMahon, Climate Venture Capital Fund |
| Bryce Groves, Creative Director & Filmmaker | Phillip Mills, Businessman |
| Ben Bartle, Project Director, Climate Finance Access Network | Professor John D. Potter MBBS PhD, Research Centre for Hauora and Health, Massey University, Wellington |
| Ben Abraham, Climate Policy Advisor | Elliott Mitchell, Rugby Southland Judicial Panel Member |
| Sophia White, PgDipSci | Malcolm Rands, Founder, Ecostore |
| Jessica Brown, Founder, The Co-Benefits Organisation | Brent Jones, Director, Epoch Properties |
| Isabel Fenwick, Sustainability Design Principal | Jacob Faull, Director, Nature Baby |
| Phoebe Harrop (personal capacity) | Sam McGlennon, Founder, Confluence |

| | |
|--|--|
| Peter Barnett, Senior Lawyer, ClientEarth | Chris Morrision, Co-Founder Karma Cola |
| Damian Ryan, Climate Policy Consultant | Rachel Sanson, Edmund Hillary (EHF) Fellow, Elected Member (NCC) |
| Natalie Jones, Research Associate, University of Cambridge | Liz Oliver, Social & Ecological Director, Tai Tokerau |
| Sean Lockie, Director, Arup Group | Gareth Quity, Coordinator, Solomon Islands Climate Action Network |
| Alice Ritchie, Sustainability Manager & Carbon Market Specialist | David Tong, Global Industry Campaign Manager, Oil Change International |

| | |
|---|---|
| Josie Cutfield, Policy Officer, WWF-UK | Dr David Galler |
| Max Harris, Writer and Campaigner | Marion Wood, Executive Director, Commonsense |
| James Bryant, Audio Engineer | Katrina Kidson, Business Consultant |
| Ian Short, Principal, The Connective | Jack Santa Barbara, PhD, retired CEO |
| Isabella Howie, Engineer and Consultant | Bruce Gilkison, Chartered Accountant |
| Nicola Braid, Public Servant | Professor Paul Dalziel, Lincoln University |
| Dave Ingram, Senior Engineering Geologist, Arup Group | David Ayre, retired senior lecturer |
| Ben Naylor, Analytics Manager | Dr David Geraghty, University of Otago |
| Andrew Tod, Sustainability Consultant (personal capacity) | Sarah Lang, Magazine Feature Writer |
| Matt Gray, Carbon Markets (personal capacity) | Kokako Coffee |
| Florence Van Dyke, Founder, Businesses for Climate Action | Kindra Douglas QSM, Community Action Nelson |
| Saskia Verraes, Leading Change for Good, The Mind Lab | Liz Price, NZAssoc of Counsellors - Ethics Committee |
| Emma Poland, Legal Assistant and Law student | Sue Kedgley ONZM, politician, author and campaigner |
| Will Pickering, Graphic Designer | Justin Connolly, Director, Deliberate |
| Bridget Coates, Chair, Toitū Tahua: Centre for Sustainable Finance | Hannah O'Malley, Director, The Better Base Ltd |
| Tan Copsey, Senior Director Climate Nexus; Writer at China Dialogue | Vincent Heeringa, Venture Advisor, Punakaiki Fund |
| Michael Dobson, Independent Consultant (personal capacity) | Dave Rouse, Co-Founder/CEO of CarbonClick, NZ Delegation to COP26 |
| Alec Dawson, Forest Campaigner, Environmental Investigation Agency | Nicholas Loosely, Founder Everybody Eats |
| Harriet Leathart, Vice President (personal capacity) | Emma Lewisham, CEO Emma Lewisham |
| Sam Wevers, cleantech Product Manager (personal | Lady Jennie Fenwick , Trustee Kiwis for Kiwi |

| | |
|--|--|
| capacity) | |
| Tasman Gillies, Takiwā NZ Ltd | Barry Coates, Founder and CEO of Mindful Money |
| David Gawith, Natural Resource Economist | Jo Kelly, CEO, Toitū Tahuā: Centre for Sustainable Finance |
| Daniel Houghton, General Manager | Rebecca Mills, Managing Director, the Lever Room |
| Frances Valintine, CNZM, Founder & CEO The Mind Lab & Tech Futures Lab | Ruud Kleinpaste, Bugman |
| | Kaila Colbin, Co-founder and CEO of Boma New Zealand |
| | Andrea Thompson, Co-CEO of Catapult |
| | Jack Nicol, Film Director |
| | Cleve Cameron, Director |
| | Matt Weavers, Director |
| | Andrew Charlesworth, Director |
| | Nick Sceats, Managing Director, Catapult |
| | Alex Worker, Managing Director, Highground Brands |

| | |
|--|---|
| | Warren Elwin |
| | Guy Polson, Banker (in personal capacity) |
| | Sawmill Brewery |
| | Project Blue |
| | Proxima Consulting |
| | Alexandra Smith, Counsellor |
| | Tom Hishon, Chef and Co-founder of Kingi, Orphans Kitchen and Daily Bread |
| | Big Street Bikers |

----- END -----

If you would like to sign this letter and extend your solidarity, email us at kiwisinclimate@gmail.com