

TITLE: Locus Research a Finalist in the Sustainable 60

Date: 29/10/2009

Locus Research has been selected from 110 individual companies to be a finalist in the sustainable 60 Series Awards.

The Fairfax Media and Price Waterhouse Coopers Sustainable 60 series 'will assist companies in understanding what sustainability means in business and how it affects the bottom line. Fairfax Media Business Group and PricewaterhouseCoopers believe that robust, resilient and future-focused companies are essential for New Zealand's economy'.

Locus Research elected to enter all five categories:

- ↳ **Strategy & Governance** – we selected our internal strategy project called 'Evolve';
- ↳ **Workplace** – The Continuous Professional Development (CPD) scheme developed for our staff;
- ↳ **Marketplace** – The successful Transform Initiative in the textile industry;
- ↳ **Environment** – The Life Cycle Thinking workshop series executed in 2008 and developed into a resource for 2009;
- ↳ **Community** – Our engagement and support for the development of the Sustainable Design Group of New Zealand.

This process has been an interesting retrospective of our work and projects and is a great chance for internal projects and staff to be recognised externally.

Locus is a finalist in the 'Overall Exemplar' category and the Community section.

<http://sustainable60.co.nz/sustainable60.nsf/doc/0E1D857E5CEEEF79CC25765E006E752>

[1](http://sustainable60.co.nz/) For more information on the sustainable 60 please see <http://sustainable60.co.nz/>

Locus Research is a vertically integrated design company that operates from design research to product launch, providing a single point of contact throughout the product development and commercialisation life cycle. Founded in 2002, Locus Research has pioneered the use of life cycle thinking in product development and lectures nationally and internationally on the topic.

For further information please contact:

Timothy Allan: Principal - Locus Research Ltd

Ph: (07) 571 5007 ext. 702, 027 240 5781 tim@locusresearch.com

Locus Research: www.locusresearch.com