



Nicky Solomon, Programme Coordinator (centre) with students Sara Dooney and Olivia Cotter

The first stage of the Hawke's Bay Sustainable is Attainable programme ran over summer 21/22, with three students on the ground at participating businesses to collate data. Two of the students were funded by Callaghan Innovation, and the third was funded by the Bioresource Processing Alliance.

It's been fantastic working alongside Nicky Solomon (Hawke's Bay Business Hub), Richard Archer (Massey University) and the rest of the team to bring Sustainable is Attainable to the second region of New Zealand!

Around 30 businesses are currently involved, and Massey University is the Hawke's Bay research & development partner - providing expertise and utilising connections with the University of Canterbury. The Hawke's Bay team are now moving into the second stage, connecting the data with known research to identify and test innovative commercial opportunities.



Research student Nelson Harper on site

For full details on the Hawke's Bay programme, you can [visit their website.](#)

Sustainable is Attainable update: April 2022