

Air pollution in Wellington

Research and exploration

Global warming involves the relationship between businesses and consumers, however, is an issue which points the finger more at businesses and the imbalanced power that they provokingly have, particularly over consumers. This comes with the mindset of financial improvement every day which is the main reason for less consideration on the environmental impacts and sustainable methodologies of production.

Consumers are having less power than that of which they should have and with this are implementing all they can to pressure businesses and the government to take an interest in their futures (environmentally). “Public pressure from the School Strike 4 Climate and Extinction Rebellion movements” (**McLachlan, 2020**) are some examples of how NZ consumers in particular are using their limited power to try create a relationship with the government to enforce sustainable business measures. Businesses need to realize that consumers demand more sustainability to help them help the environment so in turn, there are benefits to both parties — Businesses as they “can increase trust, and sales by incorporating more sustainable practices into their operations” (**Shandwick, 2020**) which consequently builds a more profitable relationship with consumers due to the consideration of co-designing new sustainable values to protect one another’s impact on the environment. — Consumers as they now become active participants (from passive participants in their protests) in the overall process and desire to reduce climate change, also being able to align with their own personal values and demonstrate their own capabilities in the strive for a more sustainable future.

Wellington’s public transport prices are increasing which is causing a problem for consumers and consequently the environment as said “driving is actually cheaper than taking the bus into the CBD” (**Forbes, 2015**). This itself has a massive effect on Wellington’s bid to combat the biggest environmental issue faced right now. Increasing prices of car parks is a great way to promote public transport use however the unethical implementation of increasing train and bus fares from Metlink are driven by the constant need for consumers to use public transport due to distance and parking — obviously with profitability being the main objective as with most businesses.

Detailed analysis of five essential questions

The main goal is to facilitate the need to help the environment through more sustainable ways of travel in Wellington. This boils down to the main issue of costly public transport in Wellington and how Metlink can work to link with consumers,

planning a cost-effective solution that benefits both parties. I'm hoping to achieve an outcome in which the co-creation of an improved public transport system opens opportunities for businesses and consumers to reach their environmental goals without impacting them financially and timely.

The main people that should be involved are Metlink and us consumers and with this there should be equal power. Metlink needs to be able to consider the needs of consumers, facilitating their decision making in terms of getting to places. Working together will help to achieve the main goal of combating climate change whilst also if Metlink realize, they won't be losing profit margins as they are now aligned with customer needs, making consumers more loyal to Metlink.

With certain businesses, "it can be difficult to listen to the opinions of others" (**Huan, 2016**) especially if they are big in the market as they will be stubborn and egoistic with fame and fortune like potentially Metlink are in Wellington. Therefore, for consumers to talk their perspectives face-to-face may be tough meaning they'll have to think of alternative solutions. For Metlink, starting some lowkey background research on their pricing with consumers like surveys, feedback drop-off boxes, etc could generate more consideration by Metlink through the use of less business hours to reflect on feedback.

Helping Metlink realise the importance of their service not only in terms of helping people conveniently get to and from work but also helping the environment will make Metlink realize that they won't actually be losing money if they reduce their prices as the demand will still be high as per what's going on environmentally. Making a consumer survey on social media where they are asked what price they'd be willing to pay for transport (potentially in a Facebook or Instagram story) and then passing information onto them may help ensure this issue is solved through a co-design process that benefits both parties.

Through this process, keeping a close eye on Wellington's air quality is essential to make sure air pollution is decreasing. This will help me to gauge if there's any significant difference with the use of public transport which depending on the scenario means I will have to review the public transport system overall again and potentially adapt to help re-establish the relationship with consumers. The decrease in air quality will mean I won't have to adapt but keeping track of the AQI would benefit however the increase will mean that consumers are still finding that their needs are not being truly considered by Metlink meaning the system will have to use a different concept.

Co-design methods and mindsets

Consumers are the main stakeholders that will be able to drive and positively impact global warming. Due to this, businesses (like Metlink in this situation) need to put consumers in the driving seat and "engage more fully in a listening exercise" (**Cramer, 2012**) as this will help the balance of power and value between these two stakeholders through more collaboratively shaping a new pricing system around

transport. Considering consumers in wellington need to travel almost everyday to get to work, Metlink need to also realize that the service they offer is very much consumer-led and without the relationship they have to Metlink, the system will be useless causing the business (Metlink) trouble but also the negative impact on the environment as people are back to using cars. Viewing this issue through a co-design lens will promote the pros and cons from both perspectives which will help address both stakeholders' wants and needs from the pricing system, building a capability and a more satisfiable outcome and a positive impact for the environment.

References

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