

Our vision is Leading the World in Sustainable Tourism
Toitū te taiao, toitū te tāpoi. E kōkiri ana e Aotearoa.

To deliver on this, we must grow an industry that is focused on the prosperity of people and place and aims to enrich a community by actively contributing value across the four well-beings (social, cultural, economic and environmental).

We've pulled together a checklist to help you on your sustainability journey. Remember, it isn't an all or nothing game - it's about starting where you can and focusing on 'better' not 'perfect'.

The process

No matter what area of sustainability you are tackling, here is a simple approach to help navigate change:



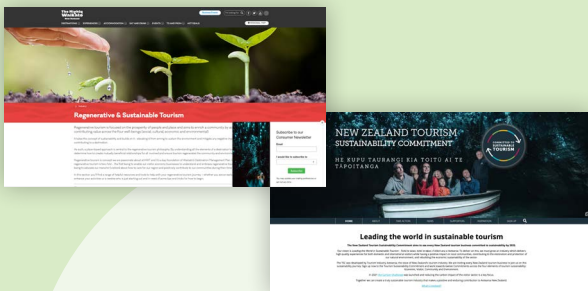
Getting started

It doesn't matter where you begin on your sustainability journey – the important thing is to get started. Once you implement one action, you will find it becomes a gateway to more change.

Choose from the following sections to get started (click the buttons).

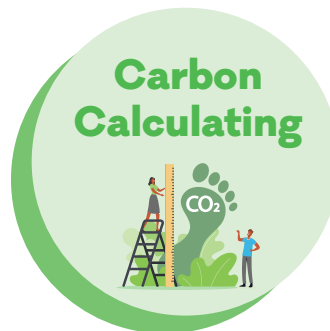


Start with the **carbon calculating** section and complete a simple carbon assessment to discover your biggest area of impact.



FURTHER RESOURCES:
Find out more on

Regenerative & Sustainable Tourism
and the **New Zealand Tourism Sustainability Commitment**



Waste

Reducing the amount of waste we create and throw away is a highly tangible and visible way to reduce our impact.



- Complete a **waste audit** to understand the type and amount of waste that your business is generating. An audit can be as simple as looking in your rubbish and recycling bins and doing a visual estimate, or you can **do your own audit**, or get a full audit done by organisations like **Xtreme Zero Waste**.
- Check out the **waste hierarchy** and the **circular economy** to understand how we should think about waste.
- Check out your local council's **waste minimisation** and business recycling programmes.
- Have a conversation with your current waste service provider to understand how they can help you reduce your waste.
- Choose one **waste stream** and set yourself a target to reduce it.
- Make a plan for your **food waste** and explore apps like **Foodprint**
- Replace single use packaging with **reusables** and encourage your customers to bring their own **cups, containers** and **drink bottles**.
- Work with your suppliers to reduce any **waste** you are receiving from them. This could be a simple conversation, or you could include it in your **procurement policy**.
- If you organise events, work closely with venues on the **waste process** including separation, composting, and recycling of event materials. Minimise printed materials, and where possible encourage attendees to bring their own pens and paper.

FURTHER RESOURCES:
Reducing your Workplace Waste Guide
from Waipā District Council.

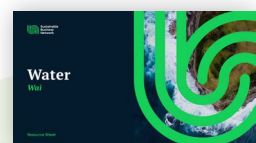


Energy and Water

Reducing the amount of water and electricity we use can reduce our footprint, and also save us money.



- Do an **energy audit** to understand how much electricity you are using.
- Commit to **one change** to reduce your electricity usage.
- Check your water pipes and taps for any leaks.
- Do a water usage audit, (if possible) to understand how much water you are using.
- Choose **one action** to reduce your **water use**.
- Start **harvesting rainwater**.



FURTHER RESOURCES:
Sustainable Business Network
Water and **Energy**
resources.

Transport



The way we move people, goods, and services can be a significant contributor to our emissions. Thinking a bit differently when it comes to transport can be better for the wellbeing of the environment and our people.

- Embrace digital tools and flexible working options to avoid unnecessary travel.
- Work with your team to create a workplace **travel plan** and off set carbon emissions where able.
- Look at alternative transport options including **car sharing, e-bikes, and EVs**
- Encourage alternative transport by providing bike/scooter parking, preferential parking for carpoolers, and EV **charging stations**.
- Publicise and incentivise **public transport** options to your team and your customers.
- Look at how you procure products and services as a way to reduce transport emissions. Can you support local suppliers or incorporate transport into your **procurement policy**.
- If you are organising events, ensure a range of **public transport** options are well communicated to attendees or delegates. Consider how you could incentivise ride-sharing or partnering with a local public transport provider.
- For events, work with your partners and suppliers to establish how they intend to reduce their transport emissions – low emissions or electric vehicles, planning for greater efficiencies with moving goods, or reducing the length of time they are travelling.



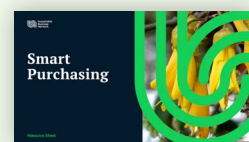
FURTHER RESOURCES:
Sustainable transport resources from
Sustainable Business Network and **GenLess**.

Procurement

The goods and services we buy contribute to our impact and are a reflection on the values of our business. Looking at our supply chain can be a great way to create sustainable change.



- Complete an **audit** of your supply chain.
- Have **conversations** with your suppliers to see how you can work together to be more sustainable.
- Create a **sustainable procurement policy**.
- Utilise local suppliers where possible to help reduce your carbon footprint.
- For events – work with your food and beverage providers to determine their sustainability policies, their food supply chain, and offering a range of menus which cater to all dietary needs.



FURTHER RESOURCES:
Smart purchasing Guide
from Sustainable Business Network.

Nature

Protecting and enhancing our natural environment is a key part of our sustainability journey and also helps connect us to nature.



- Find and support a local **conservation project**.
- Have a plan in place to ensure you are looking after your local **waterways**.
- Invite nature in by planting native plants and providing **safe habitats**.
- Educate and inform** your customers and visitors on how we can all protect and enhance the natural environment.
- Have your voice heard on **Local** and **Central Government** environmental consultations.



FURTHER RESOURCES:

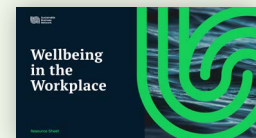
Check out **Waikato Regional Council** for local resources and information.

People

Supporting and developing our workforce is better for the wellbeing of our people and helps create a healthy, safe, and productive workplace.



- Do a workplace wellbeing audit using the **'good 4 work quiz'** or create your own **survey**.
- Be an inclusive employer and celebrate the **diversity** of your workforce. Make sure this is reflected in your policies.
- Make a plan to aim for **paying living wage** for all staff.
- Ensure you have **induction and training** processes in place for new staff.
- Have a policy that allows your team time to get involved in community **projects** or do these as team building activities.
- Employ **locally** where possible



FURTHER RESOURCES:

Sustainable Business Network
**Wellbeing in the
Workplace Guide.**

Community

Actively engaging with the communities that we operate in creates a sense of connection, often leads to increased local support of your business, and can lead to collaboration opportunities.



- Find a local cause to **support** or look at sponsoring local events.
- Consider allocating a budget for **donating products or services** to local causes each year, or create **sponsorship information and guidelines** for your website.
- Volunteer** within your local community.
- Offer an **internship or work experience** programme.
- Increase your cultural awareness by connecting with **local iwi** or taking a course with **Te Wānanga o Aotearoa**. Encourage correct **pronunciation** of local Te Reo Māori words and place names.
- If you are an event organiser – consider how your event could be used as an opportunity to address a need or gap. E.g. do you want to solve an issue or a need within your organisation, your community, or your industry that your event could help progress? Is there a local cause OR an established partner that you could support?
- If you are an event venue – work with your local organising committee or event organiser to establish needs and gaps within their event ecosystem. Determine if there is an opportunity to utilise their event as a platform to address the needs or gaps – is there a community need? Is there an organisational need? Determine how you can provide input and value.



FURTHER RESOURCES:
Consider measuring the **social impact** of your community involvement.

Visitors

Our aim for the Waikato region is to provide unique experiences for both international and domestic visitors that exceed their expectations, and to educate visitors about how to respect the nature and culture of their host community.



- Integrate the **Tiaki promise** into your business to educate visitors about how to travel responsibly in New Zealand.
- Develop specific messaging around the expectations for visitors that are relevant to the Waikato and your business.
- Ensure you have systems in place to undertake **visitor satisfaction monitoring, evaluation and reporting**.
- Review your visitor experience, ensuring you encompass the values of Kaitiakitanga (*guardianship*), Manaakitanga (*hospitality*) and Whanaungatanga (*relationships and shared experiences*).
- Embrace Te Ao Māori (*the Māori world*), including the use of **Te Reo Māori** (*Māori language*) in a way that's appropriate for your business.

Carbon Calculating

Measuring and tracking the carbon footprint of your business is a great way to understand the impact that you are having and where the biggest opportunities are.



- Understand what **carbon is all about**.
- Use a **carbon calculator** to measure the carbon footprint of your business.
- Set targets for reducing your emissions and develop an **action plan** to reduce them.
- Consider **offsetting emissions** that cannot be reduced.



FURTHER RESOURCES:
A free **Climate Action
Toolbox**.

Certifications

Certification from respected organisations can be a great way to validate your sustainability efforts. Often working through a certification process also provides a helpful step-by-step framework for planning and implementing changes.



- Check out this helpful guide for **sustainability certifications** and decide if certification is right for your sustainability journey.
- **Qualmark Sustainable Tourism Business Award** recognises businesses that are delivering a holistically sustainable experience.
- Sign up to the **New Zealand Tourism Sustainability Commitment**. The aim is every New Zealand tourism business is committed to sustainability by 2025.

Certifications programmes

