

SUSTAINABILITY TOOLKIT

Reducing the environmental footprint
and increasing the social handprint of
your event in New Zealand



Abel Tasman National Park
Abel Tasman

**100% PURE
NEW ZEALAND**
businessevents.newzealand.com



In New Zealand, we feel a special connection to the natural world and believe we have a duty of care to look after it for future generations.

Tiaki is a promise to care for people, place, and culture in New Zealand.

We encourage event organisers to embrace initiatives that reduce your environmental footprint and leave positive benefits for the host community.

TIAKI PROMISE

WHILE TRAVELLING IN NEW ZEALAND I WILL

CARE FOR LAND, SEA AND NATURE,
TREADING LIGHTLY AND LEAVING NO TRACE

TRAVEL SAFELY, SHOWING CARE
AND CONSIDERATION FOR ALL

RESPECT CULTURE, TRAVELLING
WITH AN OPEN HEART AND MIND

Free assets are available for use including videos, posters and written content to communicate this message to your conference delegates.

For more information, visit tiakinewzealand.com



Looking after Aotearoa New Zealand for future generations means ensuring that business events give back as much as they take. That means making positive choices and adopting sustainable initiatives that will help reduce your event’s environmental footprint, respect culture, and benefit the host community.

This toolkit provides you with some simple tips and considerations to help you run your event in New Zealand more sustainably.

COMMUNICATION

Establish clear sustainability objectives and ensure these are communicated with stakeholders, suppliers and delegates. Be careful not to ‘greenwash’ – set specific, achievable goals.

- Create a plan around how you will communicate, measure and evaluate your sustainability objectives.
- Provide clear information for delegates and exhibitors on how to act sustainably through all communication channels, including your website and social media.
- Clearly display sustainability policies throughout your venue(s) and educate staff and volunteers on sustainable

behaviours. Your New Zealand hosts will happily be ambassadors.

- Consider whether you can make your event carbon neutral or net-zero and measure and mitigate your footprint across all event touchpoints. In New Zealand, Toitū Envirocare provides robust, science-based certification programmes to help achieve this.

TIP: Create sustainable goals or competitions for the event to get delegates and exhibitors on board. For example, a ‘5 Million Step Goal’ for the event encourages delegates to walk as much as possible, tracking individual success and contributing to the overall goal.



Abel Tasman National Park
Nelson Tasman

WASTE MANAGEMENT

Events can create a lot of waste: general rubbish, recycling, food waste, conference collateral and exhibition stand materials. Plan strategies to minimise and manage all waste streams.

REDUCE

- New Zealanders are innovators in digital technology – reduce your reliance on printed materials and ask your exhibitors to do so too. Where printed collateral is required, ensure the use of sustainable materials such as FSC certified paper.
- Encourage exhibitors to offer thoughtful, useful merchandise that is locally produced and made from sustainable materials. 80% of products in traditional delegate bags end up in the garbage or left in hotel rooms. New Zealand's delicious food and drink is often a popular choice!



REUSE

- Encourage delegates to bring (or gift them with) re-usable coffee cups and water bottles to reduce single-use plastic and takeaway cups.
- Use beautiful potted New Zealand native plants around the venue as an alternative to flowers or single-use theming. These can then be reused or planted after the event.
- Consider your exhibition stand build. Can you reuse any existing stand material or banners? A number of New Zealand exhibition providers offer reusable hire stock for stand frameworks and furniture.

RECYCLE

- New Zealand recycles glass, paper and cardboard, cans and some plastics. Ensure clearly labelled bins are easily available to reduce waste to landfill.
- New Zealand's convention centres offer extensive recycling operations, from hand sorting waste to food hydrators that supply soil food to community gardens. Discuss what facilities are available and what happens to waste once it is off-site.

TIP: Go digital to remove the reliance on unnecessary printed collateral. Use a digital platform or app to house the event programme, information on exhibitors, announcements and networking opportunities. Many New Zealand venues offer digital screens for displaying wayfinding and information.



Tākina Wellington Convention and Exhibition Centre, Wellington

VENUES & ACCOMMODATION

New Zealanders are renowned for their warm hospitality, or manaakitanga. Discuss your sustainability objectives with the local convention bureau, potential venues and accommodation providers who will be happy to help you achieve your goals.

- Choose venues and activities that hold third-party environmental certifications. In New Zealand, **Qualmark** certified venues and activities are judged against criteria recognised by the Global Sustainable Tourism Council, meaning they meet global standards of sustainability across four pillars: Sustainable Management, Socioeconomic, Cultural, and Environmental principles.
- Other certifications including Green Star, LEED and Toitū Envirocare ratings signify environmentally conscious buildings.

- New Zealand is an energy-conscious country - 87% of our electricity is from renewable sources. You can help by choosing venues that use renewable energy sources; those featuring plenty of natural light also reduce energy consumption.
- Educate delegates on how they can contribute to sustainability during their hotel stay, such as re-using towels, taking their own toiletries and avoiding single use plastic water bottles.

TIP: Remind exhibitors and delegates that, en masse, small actions such as reducing air conditioning usage during pack in and out, and powering down electronic equipment and lights when not in use, all contribute to making a difference.



Park Hyatt, Auckland



NZICC, Auckland



Te Pae, Christchurch



Te Pae Convention Centre
Christchurch

TRANSPORT

New Zealand cities are small and compact, providing green and healthy walkable options. For those not keen on going by foot, there are lots of different transport options to choose from.

- Encourage delegates who have flown in to offset their carbon emissions through airline programmes such as Air New Zealand’s Voluntary Emissions Contribution Programme.
- Choose venues and hotels that are in close proximity to each other and encourage delegates to explore beautiful New Zealand by walking between venues or using public scooters or bikes for hire.
- Provide delegates with information on public transport routes between venues, hotels and airports and encourage its use. Where possible, choose from the growing fleet of electric buses, taxis and rental vehicles.

TIP: Organise ‘Walking Bus Groups’ guided by local volunteers or students. Not only could these be used as a way of getting to and from venues, but as sightseeing tours or casual networking opportunities as well.

FOOD & BEVERAGE

New Zealand is a world leader in producing high quality food and wine. Share the sustainable objectives you want to achieve with caterers when planning food and beverage choices and get a true taste of New Zealand on your event menu.

- New Zealand’s water is clean, drinkable and delicious straight from the tap! Provide water stations using jugs and glassware or encourage the use of reusable refillable bottles for delegates on the move.
- Choose local suppliers to help support the local economy and reduce ‘food miles’ - transport costs and emissions.
- Avoid single use or takeaway plates and encourage the use of china and glassware. Organise for food waste to be separated and composted.
- A number of New Zealand operators also have agreements to supply leftover food to foodbanks or charities. Ask what is possible.

TIP: Include ‘Green Clauses’ in your contracts with suppliers to ensure their cooperation with your sustainability commitments. For example, all packaging and food wrappers used must be recyclable or compostable or, all produce to be sourced within a 50km radius.



Britomart, Auckland



Kaikōura, Canterbury



Clevedon, Auckland



COMMUNITY ENGAGEMENT

New Zealand’s tourism industry is committed to the principal of ‘Tiaki’ - to care for people and place. This includes ensuring events respect the local culture and enrich the communities we live in. Consider options that will make your event more diverse, inclusive, and accessible.

- Engaging in authentic connection with New Zealand’s Indigenous Māori community brings a range of benefits including unique perspectives and experiences. For more, read our toolkit on **INCORPORATING MĀORI CULTURE INTO YOUR CONFERENCE**
- Investigate the accessibility aspects of your venue and programme. Is there barrier free access to all sites? Do you need any interpreters on site? Does the venue you’re in have Hearing Loop technology installed? You can find a great New Zealand **checklist here**.
- Provide the opportunity for delegates to engage in activities that improve and enhance local communities and projects, particularly those that resonate with your event theme – visiting and supporting a local ecosanctuary; setting up an education session with local schools. Ask your local convention bureau for inspiration.

- Arrange to donate any excess food and materials including notebooks, pens and bags to local community groups in need.
- Support local academia by providing volunteering or buddy opportunities or scholarships for local students, allowing them to meet and network with internationally renowned peers. Hold a student-only educational event, hackathon or competition in your conference programme to inspire the next generation.
- Work with local stakeholders to ensure your event has a longer-lasting legacy. Could an international speaker hold a public education talk open to the wider community? Would it be worth creating a public awareness campaign around your event’s subject? For more on delivering a positive social impact from your event, read our **CONFERENCE IMPACT AOTEAROA**.

TIP: Make a commitment to a local charity or organisation throughout your event. For example, Trees That Count is a conservation charity championing native tree planting. For every delegate that registers, consider gifting a native tree that will be planted in community projects across New Zealand.



Ngāti Whātua Ōrākei, Auckland



Orokonui Ecosanctuary, Dunedin



Auckland Museum, Auckland

For more information on sustainability initiatives at your New Zealand event, speak with your PCO, key venues and local convention bureau, or contact us

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[w: businessesevents.newzealand.com](http://businessesevents.newzealand.com)

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