



GO GREEN IN NEW ZEALAND



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

As an event host, you have an opportunity to create positive impacts and long-lasting benefits. New Zealand's emphasis on sustainability means that it is easy to plan your event in ways that reduce your environmental impact and bring maximum benefit to the local 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.
- > Create competitions or green awards to get your delegates and exhibitors involved in achieving your event's sustainable goals.

TIP: Create sustainable goals for the event to get delegates 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.



VENUES & ACCOMMODATION

New Zealanders are renowned for their warm hospitality, or *manaakitanga*. Discuss your sustainability objectives with 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 such as Green Star ratings, Qualmark Enviro Gold, LEED and Toitū Envirocare. These signify environmentally friendly options.
- > New Zealand is an energy-conscious country - 84% of our electricity is from renewable sources. You can help too, by choosing venues that have plenty of natural light to reduce energy consumption, or venues that use renewable energy sources.
- > 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: Talk to your venue provider about reducing energy consumption when the conference is not in session. Small actions that can contribute to an overall power saving include reducing air conditioning usage during pack-in and pack out, and ensuring all electronic equipment and lights are turned off at night and when not in use.



Te Pae, Christchurch

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. 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 made from sustainable materials. Up to 80% of products in traditional delegate bags end up in the rubbish or left in hotel rooms. New Zealand has a range of delicious chocolates and edible merchandise, which 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 a theming alternative. These can then be reused or planted after the event.

Recycle

- > New Zealand recycles glass, paper and cardboard, cans and some plastics. Ensure clearly labelled bins are easily available to reduce waste to landfill.
- > Discuss with your venue what recycling and composting facilities are available and what happens to waste once it is off-site. Can food scraps and coffee grounds be sent to local agriculture or to compost facilities?

TIP: Develop a 'Digital Delegate Bag' 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.



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 programmes such as Air New Zealand's FlyNeutral 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 dairy, seafood, fruit, vegetables, wine and craft beer. 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 or carafes 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 transport costs and emissions.
- > Refer to the New Zealand Ministry of Economic Development's eco-label directory to feature as many certified sustainable products as possible.
- > Avoid single use or takeaway plates, cutlery and glassware, and organise for food waste to be separated and composted.

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.





Te Puia, Rotorua

COMMUNITY ENGAGEMENT

New Zealand's tourism industry is committed to the principal of 'Tiaki' - to care for people and place. This includes ensuring events enrich the communities we live in.

- > 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 such as; visiting and supporting a local ecosanctuary or setting up a public health activity.
- > Organise to donate any excess food and materials including notebooks, pens and bags to local community groups in need.
- > Support local academia by providing volunteering opportunities for local students, allowing them to meet and network with internationally renowned peers.
- > Hold a student-only educational event or competition in your programme.

- > 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 themed session in local schools or a public awareness campaign around your event's subject?

TIP: Make a commitment to a local organisation to support throughout your event. 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.



Wellington