



## ENVIRONMENT

### Carbon Reduction

#### Commitment 12: Businesses have carbon reduction programmes towards carbon neutrality

##### What does this mean?

- The production of virtually everything we use generates atmospheric carbon dioxide, the greenhouse gas that contributes heavily to climate change.
- Given the long lead time to effect change, it is of critical importance that countries and industries around the world play their part immediately to reduce carbon emissions.
- As a substantial contributor of carbon emissions, particularly because of the transportation involved, the tourism industry has a key role to play in reducing these emissions.
- By demonstrably reducing our carbon footprint, we can grasp opportunities from low carbon activities and alignment with changing visitor expectations, and thereby futureproof our industry.

##### How does this benefit me?

- Reducing carbon emissions benefits the environment for everybody.
- Your business will enjoy direct benefits from your carbon reduction efforts. By measuring and understanding your carbon generation, and implementing improvements to processes and equipment, you will achieve cost savings. Energy is expensive – the less you use, the more you save.
- Your customers are increasingly expecting the businesses they deal with to be reducing carbon emissions. Being able to demonstrate your carbon reduction programme can differentiate you in the market and add value to your products or services.
- Reducing your carbon footprint now means your business is well positioned for the future. You will be prepared for new requirements and recognised as a responsible and forward-thinking enterprise.

##### Actions for your business

- While every business is different, carbon reduction can be achieved in these general areas:
  - Transportation
  - Energy use
  - Products purchased
  - Services purchased
  - Waste

- Measure the carbon you use in your business. Consider using an online carbon calculator to get an idea of your carbon use. You could also get professional assistance.
- Review your operational processes. You are likely to find many ways you can reduce energy, fuel and consumption patterns.
- Establish standard operating procedures for all these processes to ensure they are consistently carried out in the most efficient manner.
- Review your equipment, vehicles, vessels, etc. and consider ways to reduce their fuel consumption.
- Consider new ways of doing business. For example, might electric vehicles suit your operations? Experiment to find out what works best for your business.
- Ensure all energy-consuming equipment, vehicles or vessels are well maintained, and switched off when not in use.
- Reduce/avoid waste at the time of purchasing (refer to Commitment 10 'Sustainable Supply Chains'), and avoid organic waste going to the landfill.
- Ask your suppliers and service providers about their carbon reduction practices and engage with them to reduce their carbon footprints.
- Investigate how carbon offsetting can help you achieve carbon neutrality:
  - Compensate for your carbon production by financially contributing to carbon offset schemes.
  - Support carbon sequestration programmes like tree planting or wetland restoration (carbon sequestration is the long-term storage of carbon to mitigate its effects on the climate).
- Get expert advice on how to best proceed for your business. There is expertise you can tap into – you don't have to develop all the expertise yourself.
- Publicise your carbon reduction efforts on your website and on social media to become an inspiration for others and support visitors in their decision-making.

*Become an inspiration for others!*

*We would love to share your contribution to creating a sustainable New Zealand tourism industry. Email us at [info@tia.org.nz](mailto:info@tia.org.nz) with your sustainability success stories and inspire others across the industry.*

**Additional information, resources and useful links can be found on [www.sustainabletourism.nz](http://www.sustainabletourism.nz)**