



SUSTAINABILITY IN ACTION

Businesses involved with the Sustainable Tourism Charter are certainly getting on with implementing small changes to the way they operate. I have heard of a "Sustainability working group" being set up; discussions about better energy practices being implemented and even an organic disposal unit in the pipeline!

Our next workshop is scheduled for:

Monday 16th October

10.00 am - 3.00 pm

Te Awanui Room - Tauranga City Council

Lunch provided

3.00 - 5.00 pm

An exclusive sustainability opportunity for ESTP pilot participants

5.00 pm

Tourism Bay of Plenty AGM

Hotel on Devonport

PLEASE MARK THIS DATE IN YOUR DIARY

DOING MY BIT TO OFF-SET MY TRAVEL



Due to the amount of travel I am undertaking as the co-ordinator for the ESTP I decided that I should walk the talk and offset my own carbon emissions as a result of that travel.

I have done this through attending a GreenFleet workshop, run by the SBN (see notes below re next workshop) to improve my

understanding of the environmental impact of driver behaviour and an opportunity to off set my emissions through tree planting.

We managed to plant 42 trees in Kopurererua Valley today and will do the same or more in 2007.



AMBASSADOR MOTOR INN AND PAPAMOA BEACH TOP 10 HOLIDAY RESORT FEATURE: 'UNLIMITED' MAGAZINE SEPT '06 ISSUE

They were features as part of a bigger story on sustainable tourism being 100% genuine in NZ and their involvement with the Sustainable Tourism Charter.

CLIMATE CHANGE AND ITS GLOBAL IMPACT - A FANTASTIC MOVIE

The documentary, "*An Inconvenient Truth*" is showing to sold out audiences around the world - it has caused a media furore in Australia as MP's of the Howard government support its key messages for action now! Al Gore was to be "*the next President of the USA*" he is now raising awareness of global warming and fronts this documentary.

If you wanted to understand more about the impact of global warming on the planet - this is a fabulous opportunity to see a factual documentary that explains the science and predicts future scenarios.

Showing at Rialto Cinema, Devonport Road, Tauranga

An Inconvenient Truth

Cast: Al Gore

Genre: Documentary

Runtime: 100 minutes

Director Davis Guggenheim eloquently weaves the science of global warming with Mr. Gore's personal history and lifelong commitment to reversing the effects of global climate change. Gore presents a wide array of facts and information in a thoughtful and compelling way. "Al Gore strips his presentations of politics, laying out the facts for the audience to draw their own conclusions in a charming, funny and engaging style, and by the end has everyone on the edge of their seats, gripped by his haunting message," said Guggenheim.

Fri 28/9	Sat 29/9	Sun 1/10	Mon 2/10	Tue 3/10	Wed 4/10
10:20	10:20	11:30	10:20	10:20	10:20
12:15	12:15	15:30	12:15	12:15	12:15
16:20	16:20	17:30	16:20	16:20	16:20
18:15	18:15	19:30	18:15	20:15	18:15
20:15	20:15		20:15		20:15

SUSTAINABLE BUSINESS NETWORK EVENTS PROGRAMME

Sustainable Tourism Charter members are invited to SBN-BOP event at the members' rate. Check out their website for up to date information. <http://www.sustainable.org.nz/bayofplenty>

THE BUSINESS CASE FOR SUSTAINABILITY

The SBN invites businesses new to the field of sustainability to a workshop that identifies drivers for sustainability; the benefits of sustainable practices and how to incorporate sustainability into your business strategy.

Tauranga workshop

When: Tuesday 17th October

8.00 am – 12.00 pm (lunch provided)

Where: venue to be confirmed - Tauranga

Invest: \$25 +gst pp.

RSVP required: bop@sustainable.org.nz 07 5747713

Rotorua workshop

When: Thursday 19th October

8.00 am – 12.00 pm (lunch provided)

Where: Rotorua Business Hub; Hinemaru St, Rotorua

Invest: \$25 + gst pp.

RSVP required: bop@sustainable.org.nz 07 5747713



GREEN FLEET WORKSHOP

This is a workshop for GreenFleet companies and others interested in sustainable transport within their operations. The target audience includes Environmental and Fleet managers, strategic planners and vehicle drivers.

Programme:

- The business case for sustainable transport options
- Workplace travel planning
- Changing driver behaviours
- Fleet management best practice
- New transport technologies and options
- Fuel efficiency driving test

When: Thursday 26th October

8.00am – 12.00pm

Where: Rotorua Business Hub; Hinemaru St, Rotorua

Invest: GreenFleet members free,

SBN members \$45 + gst pp,

others \$95 + gst pp.

RSVP to attend: bop@sustainable.org.nz

or phone 07 5747713

INTERNATIONAL STUDENT INTERNSHIP

I have received notification that Saxion University Hospitality Business School (Netherlands) are again seeking host organisations for their students to complete international internships.

Many of you would have met Martine, the Dutch student from Saxion who undertook an international internship with the Sustainable Business Company earlier this year. We were very happy with the quality of work that she undertook for our business. We found her skill level to be very high and I would encourage you to investigate this option for your business.

The internship is for a period of 20 weeks from February – July 2006. You do not have to pay the intern a wage, but may supplement them if desired. If you think you may have a project that you want completed during this period, and you are prepared to supervise them to a certain degree, let me know and I will forward you the reply form.

GREEN VERSUS GREENWASH?

One of the most important aspects of promoting oneself as green, (or sustainable, or environmentally friendly) is having the ability to deliver on your promises. The inability to deliver has become known as **GREENWASHING**

Well known travellers guide 'Lonely Planet' have produced a Responsible Travel Guide on their website and in the latest publication: **Code Green** <http://www.lonelyplanet.com/responsibletravel/>



In asking the question “*What is Responsible Tourism?*” Lonely Planet provides simple prompts to help travellers determine which tourism companies are actually 'walking the walk' rather than just 'talking the talk'. Lonely Planet recommendations include:

- learn as much about the country and region before leaving home
- asking questions of tourism businesses about sustainability issues, and what they are doing e.g. environmental, social and cultural policies
- what are the main environmental issues for the business
- how does the business minimise their environmental impact and do they have a green purchasing policy
- what work do they do with the local community

This is exactly what the Sustainable Tourism Charter is intended to assist participants with and it also provides additional evidence that travellers are becoming more and more aware of sustainability issues.