

CARBON REDUCTION & ELECTRIFICATION FOR TOURISM ACTIVITIES IN QUEENSTOWN LAKES DISTRICT

What is emission reduction and why is it important?

Carbon reduction refers to actions taken to directly reduce/lower the amount of greenhouse gases produced by individual activities or organisational operations. This could involve altering manufacturing processes, improving energy efficiency, switching to renewable energy sources, or modifying business practices to emit fewer greenhouse gases. [More information here.](#)

The end goal is to move away from fossil fuels, but by first taking steps to improve existing processes, equipment and operations, your transition will be more efficient and more cost effective.

CALCULATE AND UNDERSTAND YOUR CARBON FOOTPRINT

Measure your carbon footprint

Destination Queenstown (DQ) and Lake Wanaka Tourism (LWT) have partnered with Vistr and Cogo to bring an easy, free carbon measurement tool to all DQ and LWT members. The Cogo tool analyses financial transactions and automatically categorises spending across various industries. Each transaction is linked to an emissions factor specific to the industry and Cogo converts that transaction into a carbon emissions estimate. This approach is known as the spend-based method enabling businesses to track their carbon footprint in real-time. Businesses will receive insights and recommended actions tailored to the business's emissions profile and industry.

For more information and to start using the tool, see the [DQ carbon measurement page](#).

Understand Your Emissions Profile

Measure and review your carbon footprint to identify the primary sources of your carbon emissions. This step helps you understand where to focus your reduction efforts.

IDENTIFY OPPORTUNITIES TO REDUCE EMISSIONS

- Install energy-efficient lighting, heating, and cooling systems, and enhance building insulation to reduce energy consumption.
- Consider installing solar panels if you own the building. Local commercial solar businesses like [Queenstown Solar](#) and [Infinite Energy](#) can assist.
- Transition to electric vehicles (EV) and explore options like [Polestar](#), or [UBCO](#) for staff transport.
- Support your staff with a [Bee Card](#) to catch public transport to work.
- Consider getting on-site charging stations like [Chargenet](#) or Z Energy to support your guests with charging their EV's while at your activity.
- [Source locally](#) where possible to reduce food mileage, emissions, and waste.
- [Engage with your suppliers](#) on their sustainability practices and prioritise suppliers who are actively reducing their waste and emissions.
- Look for ways that you can reduce your waste, this could be through engaging with [Wastebusters for a waste audit](#), Or reviewing [QLDC's waste minimisation guide and resources](#). Engage with [Kiwi Harvest](#) for your eatable left over food, or Michael Sly from [Waste to Wilderness](#) for your organic waste. Consider going [single-use cup free](#).
- Explore green loan options from your bank or [apply for funding through EECA](#).
- Obtain New Zealand and/or global [sustainability certifications](#) to showcase your efforts to guests.

SET REDUCTION TARGETS

Establish clear and measurable goals for reducing your carbon footprint.

Monitor your progress regularly and adjust your strategies to meet your targets effectively.

By starting to implement these strategies, tourism activity providers in Queenstown Lakes District can significantly reduce their carbon footprint, moving towards a carbon zero visitor economy by 2030, and enhancing their appeal to environmentally conscious travelers.

For more information or to discuss any of the above information, please feel free to contact Destination Queenstown's Sustainability Manager; [Micaela McLeod](#).