WHAT IS THE COGO VISTR CARBON MANAGER TOOL?

And How Does It Work With My Business?

Wānaka

Queenstown
NEW ZEALAND

WHAT IS THE COGO VISTR CARBON MANAGER TOOL?

WHAT IS COGO?

Cogo estimates a businesses carbon footprint* through integration with a business's accounting software (Xero, MYOB, Quickbooks). Cogo's underlying technology 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.

*Carbon footprint is the total amount of greenhouse gases emitted directly or indirectly by an individual, organisation, event, or product.

WHAT IS THE VISTR CARBON MANAGER TOOL?

The Vistr Carbon Manager tool is a dedicated version of the Cogo Business Carbon Manager tool, tailored for the regional tourism and hospitality sector. The intuitive tool provides a quick and easy way for you to assess the carbon footprint* of your business.

The Vistr Carbon Manager includes **premium features** not available in other unpaid versions including increased compatibility and automated monthly report generation. It also allows Destination Queenstown & Lake Wānaka Tourism to track tool uptake across its members, and receive aggregated, anonymised data about the tourism profile across the region.
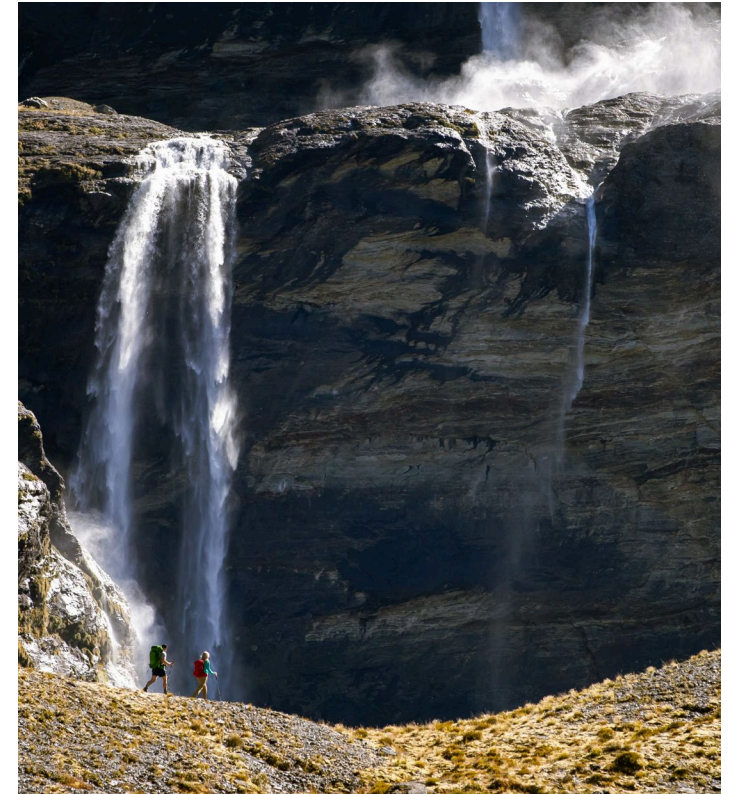
WHY USE COGO?

Cogo started in Aotearoa New Zealand in 2011. Since then, they have had hundreds of business and individual customers worldwide, measuring their carbon footprint through the tool.

Cogo is trusted by SMEs and major corporations worldwide including major international banks, such as; Kiwibank, Westpac, Natwest Group, CommonWealth Bank, TSB and more, who use Cogo's Carbon Engine to provide carbon data to their customers.

Destination Queenstown and Lake Wānaka Tourism chose to fully subsidies the tool to support our memberships because of its easy user experience. Providing solutions to many barriers of accurate carbon measurement, Cogo's international reputation and alignment to global best practice in carbon measurement.

When compared to other carbon measurement tools, Cogo provides an easy, ongoing way to measure your business's carbon footprint and track it over time. This allows ongoing, in-depth insights into emission trends across a business.

BENEFITS TO BUSINESS

BY USING THE PREMIUM COGO VISTR CARBON MANAGER TOOL, BUSINESSES CAN:

- Accurately measure carbon emissions by integrating the Cogo tool with the business's financial software to categorise spend-based emissions.

- Identify opportunities to reduce emissions and receive tailored recommendations to lower your footprint.

- Be part of a district-wide effort - with data securely aggregated by Vistr, providing a comprehensive view of tourism's carbon footprint.

THE DISTRICT PICTURE

VISTR SECURELY AGGREGATES THE COGO TOOL DATA FROM ALL BUSINESSES IN THE QUEENSTOWN LAKES DISTRICT AND CREATES A DISTRICT-WIDE, TOURISM INDUSTRY CARBON FOOTPRINT.

- By working together, as an industry, we can establish shared challenges in carbon reduction, like supply chain emissions, energy mix and shared infrastructure. The insights from the regions collective carbon footprint will inform how the RTOs (DQ and LWT) can best support businesses and establish systems-wide solutions to drive district-wide change.

- [Vistr](#) is dedicated to enabling businesses in the tourism economy to take informed, data-driven steps towards sustainability. As part of this mission, Vistr is gathering carbon footprint data from businesses within the tourism sector.

CARBON TERMINOLOGY
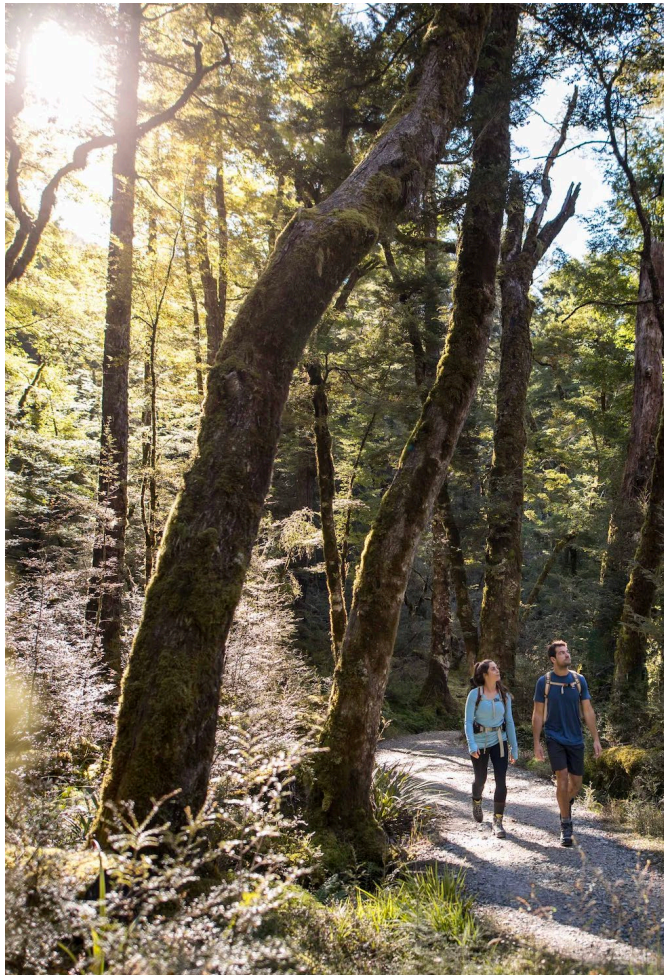
Carbon footprint: total amount of greenhouse gases emitted directly or indirectly by an individual, organisation, event, or product.

Spend-based carbon emissions: an estimate of greenhouse gas emissions based on how much money an organisation spends on goods and services. It's one of the two main methods of carbon accounting, along with activity-based.

Activity-based carbon emissions: a method of calculating an organization's carbon footprint by tracking and measuring specific activities, such as electricity use or vehicle miles driven..

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.

Decarbonisation: eliminate the use of fossil fuels and rapidly cut greenhouse gas emissions.

Carbon neutrality: achieving a balance between the amount of carbon emitted and the amount removed from the atmosphere.

Carbon offsetting: compensating for carbon emissions by investing in projects that reduce or capture an equivalent amount of carbon elsewhere.

Carbon capture/ sequestration: the process of capturing and storing carbon dioxide from the atmosphere in natural ecosystems or geological formations.

tCO2e : stands for tonnes of carbon dioxide equivalent. It's a standard unit used to measure greenhouse gas emissions.

Emissions profile: is a comprehensive overview of all greenhouse gas emissions associated with a specific area, company, or sector, outlining the sources of emissions and their magnitudes

SPEND–BASED METHOD

Carbon footprint management tools are often manual, time-consuming and only give a snapshot of the user's footprint at that time; they generally don't track ongoing reductions.

To enable real long-term change, carbon management tools need to consider not just the direct emissions of using goods and services, but also the indirect emissions associated in creating those goods and services. These include raw materials, manufacturing processes, transport and emissions generated along the supply chain. To understand what influence they can have, users need to see the whole picture.

Cogo believe that spend-based measurement offers the easiest, most credible solution to measuring business's impacts on the climate.

The spend-based approach is a recent innovation enabled by decades of development in national economic and greenhouse gas modelling, as well as open banking and the emerging transaction categorisation technologies.

Cogo's methodology for spend-based carbon footprinting has achieved 'Limited Assurance' in accordance with the ISAE3000 Standard. In addition, Cogo works with the most credible third-party sustainability datasets available, and industry experts including IE Lab in Australia, Motu Economic Research in New Zealand, and Small World Consulting in the UK, to build their datasets and map these to their clients' spending categories.

For information on activity-based methodology see the Carbon Terminology page above.
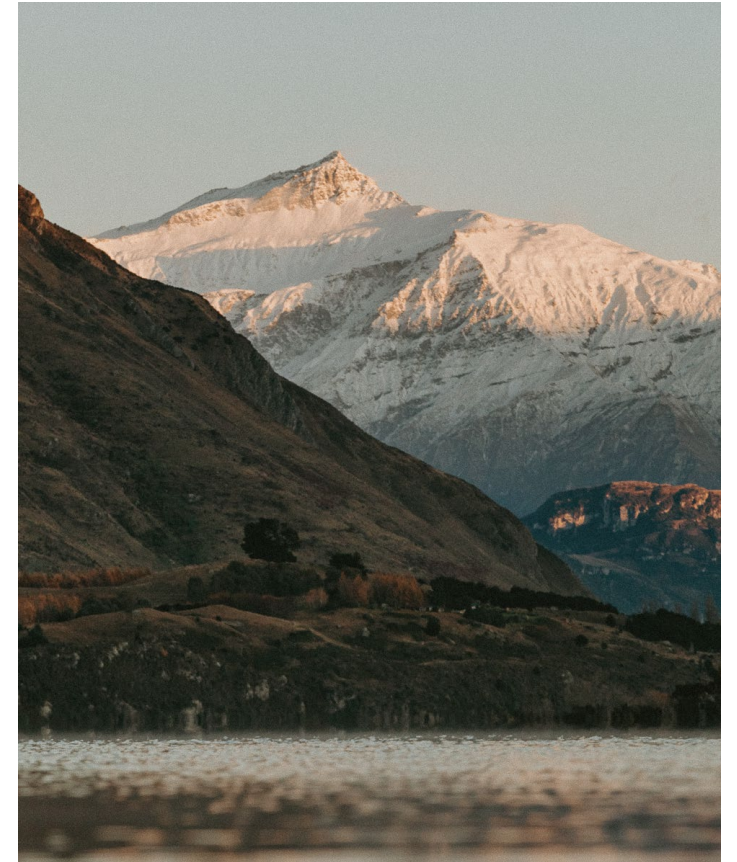
HOW DOES IT WORK

1. SUPPLIER SPEND

Integrating seamlessly with your businesses accounting software Cogo uses a spend based approach

Cogo pulls data from supplier spend totals and analyses your spending with these supplier. The tool classifies these transactions based on sector, for example fuel, electricity, travel and office supplies.

2. CLASSIFY TRANSACTIONS
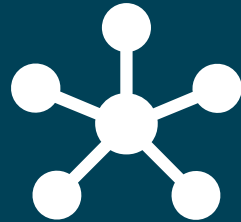
Cogo categorises business expenses into industry standard emission categories

Based on global and local carbon intensity data, Cogo applies emission factors to each category. Businesses can refine their footprint with more detailed activity-based data like accurate kWh used, rather than just the spend power bills.

3. EMISSIONS ESTIMATE

Calculated carbon footprint, providing a clear picture of your business's impact

Cogo is quick, accessible, suggests climate actions, and creates carbon reports. The tool provides ongoing, in-depth insights into emission trends across a business.

4. REGIONAL PICTURE

Aggregate collection of businesses carbon footprint

In addition, this tool will provide invaluable insights into the region's collective carbon footprint. These insights will provide guidance for tracking progress and identifying areas for improvement.

WHO CAN SEE MY DATA

RTO
✕ Business Expenses
✕ Business Footprint
✓ District Footprint

Your Regional Tourism Organisation (RTO) does not have access to individual business's expenses or carbon footprints. However, the RTO has access to the total carbon footprint for the region, which can be segmented into specific sub-sectors.

VISTR
✕ Business Expenses
✓ Business Footprint
✓ District Footprint

COGO
✓ Business Expenses
✓ Business Footprint
✕ District Footprint

ACCOUNTING SOFTWARE
✓ Business Expenses
✕ Business Footprint
✕ District Footprint

Vistr is a data organisation specialising in regional tourism insights. As a data collection partner for this tool, Vistr gathers the total carbon footprint of businesses calculated by Cogo and aggregates this data to produce the district-wide carbon footprint. Vistr does not have access to any business's expenses. The regional carbon footprint data is shared with the Regional Tourism Organisation (RTO), but the RTO does not have access to granular or business-specific measurements.

STRENGTHS AND LIMITATIONS

THIS TOOL PROVIDES A VALUABLE ESTIMATE OF YOUR BUSINESS'S CARBON FOOTPRINT; HOWEVER, IT HAS CERTAIN LIMITATIONS IN ITS APPLICATION AND INTERPRETATION.

"THE TOOL HELPS BUILD CARBON LITERACY BY MAKING FOOTPRINT CALCULATIONS EASY" - COGO

STRENGTHS

- Fully subsidised for RTO members.
- Minimal time and training required for a carbon footprint estimate.
- Easy data to interpret and informative steps to help carbon reduction.
- Can add further activity data to enable a more accurate measurement to the spend data.
- Business can track their emissions overtime – data gets updated every 24 hours.
- Shows a commitment to sustainable practice and decarbonisation. Can generate reports and share internally/externally.
- Contributes to district wide picture.

LIMITATIONS

- The tool does not yet differentiate between suppliers (i.e., it can't differentiate if your power supplier uses renewable energy, or fossil fuels).
- The tool provides a carbon footprint estimate, it is not an exact or precise measurement.
- The tool does not include all scope 3 emissions (i.e., staff commute, water usage etc.)
- The business measurement needs to be third-party verified to make any public carbon claims (i.e., carbon neutrality).
- The tool only works with certain accounting software: Xero, MYOB and Quickbooks.

HOW LONG WILL IT TAKE?

COGO PRODUCES A QUICK CARBON FOOTPRINT ESTIMATE. THE LEVEL OF ACCURACY OF THAT ESTIMATE INCREASES WITH MORE TIME SPENT IMPROVING THE DATA

STAGE 1

It takes approximately 90 minutes to 2 hours to integrate the tool and categorise suppliers.

Most suppliers will be categorised automatically, however, some will need to be categorised manually.

This is a quick and easy way to produce an carbon footprint estimate for businesses based on the dollar spend per supplier.

STAGE 2

Take some time to comb through the suppliers that were automatically categorised, is the category accurate?

High emitting suppliers like fuel or electricity have an option to add activity data. This is to improve accuracy in the emissions factor associated with the supplier spend.

Input the correct activity data based on receipts, invoices, or data that can be retrieved from a supplier portal if available.

STAGE 3

The Cogo dashboard refreshes every 24 hours. We recommend logging into your tool every month to add activity data, categorise new suppliers, update and track progress on reduction actions and download the report to share with internal and external audiences.

WHAT TO EXPECT

GET STARTED WITH COGO TODAY!

Sign up for Cogo on the next slide to start measuring your business's carbon emissions.

WHAT TO EXPECT:

- Onboarding Support: One week after signing up, Sustainability Manager, Micaela McLeod, will check in to offer support.

- Dashboard & Reporting: Your dashboard will generate a report—while not 100% accurate, it's a great starting point. Micaela can help refine recommendations to suit your business.

- Ongoing Updates: Your dashboard updates every 24 hours. Check in monthly to track changes.

FURTHER LEARNING & SUPPORT:

- Monthly RTO capability events cover carbon reduction and Cogo tool support—check the member events calendar.

- Explore region-specific reduction guides in the member hub.

GET STARTED

Integrating the tool does require account manager access so make sure you are doing this along side your account manager or have been provided the details.

GAIN ACCESS TO THE TOOL

There are a number of helpful resources on the next slide or please contact Aimee (DQ Member Services) if you have any questions or run into any issues.

HELPFUL RESOURCES

More information on the tool and Frequently Asked Questions | Review the FAQ's

For more information on Carbon and Why its important to measure and reduce | See the Demystifying Carbon resource

We have some sub-industry specific carbon reduction documents | Review the documents on the Member Hub

Book a Meeting on Carbon Reduction with Destination Queenstown's Sustainability Manager, Micaela | Book a Meeting

Upcoming Drop-in Sessions to get support on the tool | Register

Review some further Sustainability Support and Resources | Member Hub Resources