



# SUSTAINABLE BUSINESS FRAMEWORK

---

Created to support tourism businesses  
in Queenstown Lakes District



# SUSTAINABILITY PLAN STEPS

Creating a sustainability plan is not just good for the planet - it helps build business resilience, attract conscious travellers, reduce operational costs, and meet the expectations of our community and future generations.

For more information, read this report on the [competitive advantages of sustainable and regenerative business practices](#).



## STEP 1: DEFINE OR REVIEW YOUR BUSINESS'S PURPOSE & VALUE

Reflect on your business's role in the Queenstown Lakes community.

### CONSIDER INCORPORATING VALUES LIKE:

- Kaitiakitanga (guardianship of land, people and culture)
- Whanaungatanga (community and connection)
- Transparency, equity, and long-term wellbeing

## STEP 2: UNDERSTAND YOUR IMPACTS

Conduct a basic footprint review. Start by asking:

- What are our biggest emissions sources? (e.g. transport, energy, supply chain)
- What waste do we produce and where does it go?
- Who do our actions affect - staff, community, environment?

### TIP: USE THESE FREE RESOURCES AND TOOLS

- Measure your carbon emissions using the [Cogo Carbon Manager tool](#)
- Complete a waste audit and review reduction tips with [these resources](#)
- Consider your businesses impact on nature, information on how to do this via [these resources](#)

## STEP 3: SET CLEAR GOALS

Choose 2-5 key focus areas, such as:

- Carbon reduction
- Waste minimisation
- Local sourcing and circularity
- Biodiversity support
- Workforce wellbeing and accessibility

### USE SMART GOALS:

Specific  
Measurable  
Achievable  
Realistic  
Time-bound

## STEP 4: TAKE ACTION

Break down each goal into practical initiatives.

Goal	Action	Timeline	Owner	Success Indicator
Reduce emissions	Install LED lighting	July 2025	Ops manager	15% energy saving
Reduce waste	Switch to reusable supplier packaging	Aug 2025	Procurement Lead	50% less landfill waste
Etc.				

## STEP 5 : MONITOR & IMPROVE

- Review progress quarterly
- Get feedback from your team and customers
- Adjust your plan annually and celebrate milestones

# SUSTAINABLE BUSINESS PLAN

BUSINESS NAME:

PREPARED BY:

## 1. OUR PURPOSE AND VALUES

What sustainability means to us:  
[Insert]

Our values:  
[Select your values or add your own]

☐ Kaitiakitanga ☐ Manaakitanga ☐ Community wellbeing ☐ Circular economy ☐ Others:

## 2. UNDERSTAND YOUR IMPACT

Our largest emissions sources are:  
[Insert]

The waste do we produce and where it goes:  
[Insert]

Who our actions affect:  
[Insert]  
E.g. Staff, community, environment.

## 3. KEY SUSTAINABILITY GOALS & ACTIONS

(Choose 2 – 5 key focus areas such as carbon reduction, waste minimisation, local sourcing and circularity, biodiversity support, workforce wellbeing and accessibility)

### EXAMPLE GOAL

Focus Area	Carbon
Goal	Reduce electricity use by 20%
Action	Replace lights with LEDs
Target Date	30 Sept 2025
Responsible	Facilities Manager
Status	In progress

### GOAL 1

Focus Area	[Insert]
Goal	
Action	
Target Date	
Responsible	
Status	

### GOAL 2

Focus Area	[Insert]
Goal	
Action	
Target Date	
Responsible	
Status	

### GOAL 3

Focus Area	[Insert]
Goal	
Action	
Target Date	
Responsible	
Status	

### GOAL 4

Focus Area	[Insert]
Goal	
Action	
Target Date	
Responsible	
Status	

### GOAL 5

Focus Area	[Insert]
Goal	
Action	
Target Date	
Responsible	
Status	

## 4. MEASURE & REPORTING PLAN

How we will measure success:  
[Insert]  
E.g. energy bills, waste audit, carbon reduction via Cogo tool, employee survey).

## 5. SUPPORT NEEDED

The support, funding and knowledge gaps we need help with:  
[Insert]