



## TRENZ 2024 Sustainability Plan

The sustainability plan for TRENZ 2024 is based on the framework of the [Tourism Sustainability Commitment](#) and includes Economic, Visitor (delegate), Community and Environmental sustainability initiatives.

### Economic

**Cost savings for delegates** - Streamlining the exhibition: large custom booths are cost prohibitive and wasteful so the event build reduces pack-in requirements, waste, and additional investment on top of attendance fees for Sellers.

**Efficiency** – The event is condensed from the previous 3.5 day format to two days to reduce costs and time away from home for delegates.

**Flexibility** – The event programme is flexible, providing delegates with options around how to spend their time, including a two-day TRENZ Talks programme to provide interesting and useful information to delegates with gaps in their appointment schedule. TRENZ Talks are recorded for distribution after the event.

**Investment** - Collateral and equipment is designed to be used for future events, for example no dates are included on printed collateral, and general brands such as Tiaki and Aroha of Tourism are used where possible to enable use across multiple platforms.

**Innovation and productivity** – The TRENZ online platform integrates registration and the physical event, creating efficiency and providing a seamless experience for delegates.

### Visitor (delegate)

**Te Ao Māori** - Te Ao Māori is woven into the event:

- Staff greet delegates in te reo Māori on arrival.
- MC announcements include opening and closing karakia, and other Māori language is incorporated where appropriate.
- The welcome function has a strong focus on Māori culture including use of te reo Maori, a mihi whakatau and kapa haka performance.
- Event theming incorporates many design features based on te ao Māori.

**Tiaki Care for New Zealand and Tiaki Promise** - Awareness of Tiaki Care for New Zealand and the Tiaki Promise is promoted throughout the event:

- Tiaki is evident in signage at the airport.
- Event theming is designed around the four atua (key elements) of Tiaki – Ranginui, Tāne Mahuta, Papatūānuku and Tangaroa.
- Tiaki storytelling elements are evident around the venue, including Tiaki on large screens directly inside the entry arch, physical theming with a focus on natural items including shells, plants and rocks, and a soundtrack focused around nature (birds).
- Tiaki messaging is printed on theming elements including Tiaki mobiles, which are prominent and scattered throughout the venue, and will be reused for future events.
- Tiaki messaging is incorporated throughout the event and integrated into the event communications, including regular mentions in the TRENZ Tips newsletter.
- 'Tiaki as a Transformative Tourism Tool' session included in TRENZ Talks presentations and recorded for distribution to all delegates after the event.
- Tiaki activation onsite at the event, providing operators with practical tools to incorporate Tiaki into their businesses.

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**Famils** – Buyers and Media take part in a famil programme across two days, providing the opportunity to explore the host region and connect with local communities.

**Research**

- A comprehensive post-event survey measures satisfaction and notes improvements to the delegate experience for future events.
- A research team is on site during the event measuring sentiment and interviewing delegates. This information will be used to influence the design of future events.

**Wellbeing** – A variety of wellbeing initiatives are included to ensure the comfort and wellbeing of delegates:

- Booth seating options available so delegates can choose seating which meet their needs.
- Lounges with comfortable seating.
- ‘Quiet zone’ area for down time.
- Healthy snacks and beverages available at all times.
- Menu incorporates balanced food options.
- Water stations throughout the venue.
- Functions with early finish times to allow flexibility and down time for delegates.
- Delegates encouraged to walk around the city and walking buses provided.

**Health and safety**

- Robust health and safety plans are in place to ensure supplier, team, and delegate safety at all times.

**Community**

**Source local** - Wherever possible, the event utilises locally sourced goods, suppliers and providers that share our sustainability kaupapa.

There is a strong local focus to catering including locally sourced ingredients and menus that showcase the best of New Zealand food and produce.

**Tertiary students** - Students from local tertiary institutions are invited to assist with the event, giving them valuable experience and insight into the industry.

**School students** – The event includes a TRENZ for Schools programme, making TRENZ accessible for local secondary school tourism students.

**Local iwi** – Partnership established through WellingtonNZ with local iwi to incorporate local content into the welcome function.

**Support local businesses** – Delegates are encouraged to support local bars and restaurants at the end of the event days, providing economic benefit to the local community.

- Offerings from Wellington bars and restaurants are incorporated into aspects of the catering and functions.
- The event contributes to a spend of over \$4m into the local economy, including over 3,300 total room nights.

**Stay longer** – Events are timed to provide opportunities for a longer stay in the local community:

- A welcome function on the evening prior to appointments commencing means many delegates will arrive early.
- The farewell function on Friday night ensures delegates stay that night and depart on Saturday, also providing the opportunity for delegates to stay on for the weekend in Wellington.

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## Environment

**Carbon** – All carbon emissions resulting from the event are calculated:

- Ekos event emissions calculator is utilised to calculate all carbon emissions from the event, including from functions and famil activities.
- The carbon emissions of travel to and from the event for the TIA team and speakers are calculated, with a view to offsetting and creating a benchmark for future TRENZ events.
- Event accommodation is located in the central city, as much as possible within walking distance of the venue to reduce the need to use transport.
- Where possible, delegates are encouraged to offset the carbon associated with their travel.
- Delegates are encouraged to use the Airport Express bus or share transport to and from the airport. Coach transfers are provided for delegates scheduled to align with peak arrival times.
- Planning meetings are held online where possible to reduce the need for travel.
- The venue (Tākina Wellington Convention and Exhibition Centre) has achieved a 5 Green Star design certification, representing New Zealand excellence in environmental sustainability.
- Meeting table tops for the booths were made from 100% recycled from unwanted plastics, a reduction of 6.3 tonne (315,000 pieces of plastic).

**Food waste** – Reduce or eliminate all food waste from the event:

- All food waste generated at Tākina is composted.

**Other waste** – Reduce or eliminate other waste from the event:

- Brief exhibition company to minimise waste and recycle all materials from the event where possible
- Re-use lanyards from previous events and order sustainable (bamboo) – these will be recycled for future events.
- Encourage delegates to bring their own keep cups and drink bottles. No single use cups – barista coffee will feature reusable or compostable cups.
- Use an event app in place of printed materials.

**Environment and biodiversity** – Promote protection and restoration of the environment:

- Provide trees from Trees That Count as speaker gifts.
- Visits to businesses supporting biodiversity and protection and restoration of the environment in Buyer famils.
- Tākina manage water resources through a rainwater harvesting system for toilet flushing and evaporative cooling to reduce water consumption by 30%.
- Tākina use environmentally preferable materials for improved indoor air quality and timber materials sourced from sustainable forestry.

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