



ENVIRONMENT

Ecological Restoration

Commitment 11: Businesses contribute to ecological restoration initiatives

What does this mean?

- The natural environment is the cornerstone resource of the New Zealand tourism industry, and it can be impacted by tourism and other human activities.
- As a first principle, this Commitment declares that tourism businesses all have an interest in protecting, restoring and enhancing New Zealand's natural environment and biodiversity.
- In short, it means that all tourism businesses are purposefully taking actions that will benefit nature, with the overarching objective to establish a strongly positive relationship between the tourism industry and New Zealand's natural environment.

How does this benefit me?

- Protecting and enhancing the natural resources of the tourism industry is closely linked to the long term success of the industry and therefore of all tourism businesses.
- By acting as a champion for New Zealand's natural environment, there is opportunity to work with other industries and interest groups to encourage them to raise their standards, which will generate benefits for tourism as the overall quality of the environment improves.
- By taking actions to support ecological restoration, you are creating a narrative that can add value to your business proposition – increasingly customers are informed and looking for businesses that are contributing positively to the environment.
- Contributing to ecological restoration is a powerful way to establish to New Zealand communities that tourism is a responsible and sustainable industry, thereby making a positive contribution to the 'social licence' position of the industry.
- Embedding this approach into your culture will help keep quality staff inspired and committed to your business.

Actions for your business

- Develop a plan of attack for your business and your operating context – what works for you.
- Think about how you can minimise the ecological footprint of your business and any new business proposals – the more you minimise impact, the less you need to mitigate or restore.

- Get in touch with your local Department of Conservation office, local and regional authorities, private landowners and community projects to see if they have actual or potential projects you could link up with. Opportunities are often plentiful and can include sponsorship of programmes or restoration projects, species sponsorship, taking responsibility for a patch of land, running trap lines, and assisting Department of Conservation staff in doing their jobs.
- Adopt your local operating environment as your backyard and commit to looking after and doing whatever is needed to keep this environment healthy.
- Pay attention to the regulatory processes that impact the environment, whether these are local or central government. Talk with the decision makers, write submissions and lend your weight as a voice for nature. Note that TIA usually submits on national issues and bigger regional topics. Keep an eye on T-Mail and [TIA's website](#) and provide your views in support of TIA submissions.
- Think of innovative ways that you can combine your commercial, community and environmental interests so each can benefit. Brainstorm with other operators for inspiration.
- Get your staff involved and make caring for nature a part of the DNA of your business.
- Work out ways to measure what you do – having evidence that you are making a difference is important for sustaining momentum.
- Tell others about what you are doing and the difference it is making – inspiring other businesses to do what you do will make a big difference.

Become an inspiration for others!

We would love to share your contribution to creating a sustainable New Zealand tourism industry. Email us at info@tia.org.nz with your sustainability success stories and inspire others across the industry.

Additional information, resources and useful links can be found on www.sustainabletourism.nz