



HOST COMMUNITY

Sustainable Supply Chains

Commitment 10: Businesses have socially and environmentally sustainable supply chains

What does this mean?

- The objective of supply chain sustainability is to create, protect and grow long-term environmental, social and economic value for all stakeholders involved in supplying and consuming our products and services.
- All products and services we consume have a carbon or waste footprint in some form. What and how we consume matters to the environment!
- Social sustainability of the products and services we consume is equally important - for both host communities and visitors. Studies show that travellers prefer locally made products as part of an authentic holiday experience.
- This Commitment highlights the importance of responsible supply chain management for every purchase we make. While your products and services may be sustainable, unless your inputs are also sustainably produced you cannot be truly sustainable yourself.

How does this benefit me?

- By ensuring you have sustainable supply chains, you can gain multiple benefits – better engagement with your local communities and the commercial sector, less waste, less carbon and energy consumption, and potentially lower costs.
- You also have a story to tell your customers – this adds to the authenticity of your brand.
- Sustainability sells. As studies show, visitors increasingly prefer to consume local products, want to consume responsibly, and appreciate your efforts to be sustainable.

Actions for your business

- Do business with people and businesses that do things the right way, and avoid those who don't.
- The easiest way to get started is to:
 - Source your products locally, regionally and nationally before resorting to imported goods. Sometimes you will have no choice but you would be surprised how much can be sourced locally or regionally.
 - Let your suppliers and potential suppliers in your region know what you need and what you expect. Involve them in your efforts to be sustainable while providing business opportunities to local enterprises.
 - Consider teaming up with other tourism business to create the purchasing power that will motivate producers and suppliers to follow your sustainability efforts.

- Develop a 'green' purchasing policy. Consider where and how your goods were produced, and how much waste they will produce at the end of their useful life:
 - Aim to buy only fully recyclable or compostable goods
 - Avoid a product when you cannot determine its origin or whether it has been produced responsibly. If in doubt, look for a substitute.
- Be systematic in what you do:
 1. Develop your business' sustainable purchasing standards and goals, which will also serve as your policy for suppliers and customers. The details are up to you but you should at least be looking at some basic indicators of sustainable operations of your suppliers, such as environmental impact, waste disposal, energy use, employee and community social factors. Make a policy and stick to it.
 2. Communicate your objectives to your suppliers.
 3. Apply your policy criteria to all of your purchases:
 - This step involves 'Lifecycle Analysis' for all main purchases, taking into account all environmental impacts of a product from its production to its disposal. Questions could include: are the goods I purchase manufactured in an environmentally sound manner and are they fully recyclable or recoverable without causing adverse impacts?
 - Find out about the environmental and social performance of your suppliers. Ask to see their sustainability policies or details of their operations.

Questions about environmental practices could include: how much solid waste is generated in the production process, how much does the supplier recycle, how much energy is used, how much waste water is produced and how is it treated?

Questions about social practices could include: where are the goods and the input materials produced, how much local/regional/national content is involved, how local businesses benefit from being your supplier, will local jobs be created and does the host community benefit?
 4. Identify unsustainable products and services, or suppliers. Substitute products and services or suppliers that do meet your requirements.
- Become an agent of change. Encourage your suppliers to raise their standards if they do not meet your criteria.
- Tell your visitors and host communities about your efforts. Include details of your efforts in all your online content as these are the details that potential visitors are increasingly looking for.

. 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