

SUSTAINABILITY STRATEGY



Priority One
Tauranga
Moana




Tauranga

New Zealand's most sustainable city.



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We are in the biggest transitional period of our generation. With our diverse industries, collaborative attitudes, and innovative mindsets we are in a unique position to drive change toward a more sustainable circular economy.



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Becoming New Zealand's most sustainable city means we need to build capability, capacity and knowledge in three connected areas:

1. Sustainability
2. Circular Economy
3. Climate Change

Priority One looks at these through a business lens, focused on what the impacts and downstream advantages are for our members.



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What does sustainability and circular economy mean?

Sustainability as a concept works across environment, society and economy. We see sustainability as a powerful concept to drive our quality of life and to attract skilled people to the region. This could be improving transport within our city and region or reducing our impact on our local and global environment, playing a leadership role nationally.

Circular Economy is a regenerative system which aims to keep resources in use and to minimise waste, pollution and carbon emissions. It involves designing products and processes that are restorative, regenerative, and help to build natural capital, while enabling economic growth.



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Climate Change

This global impact arises from our emissions and the predicted changes in climate are expected to directly affect our businesses and communities.

Our response involves helping to drive education and understanding in the business community and then supporting the tools and approaches that can help to reduce our emissions.

It also extends to supporting the adoption of new technologies, infrastructure, and systems which support a low emission economy.



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Why Priority One?

Priority One are a trusted source of truth in Tauranga Moana. We bring our collaborators together to influence and guide change which creates impact for our city. Through business advocacy and understanding of what WBOP needs, we will connect our city together in a time of transition, to become NZs leading environmentally sustainable city.

When outlining Priority One's overall sustainability strategy, we found that **social** and **economic** factors were embedded across the existing Kaupapa, however we have identified a gap in the **environmental** space, providing the opportunity to define a clear Priority One strategic direction to influence this space.



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Our Goal:

Deliver large-scale, business-led projects to drive sustainability across our region.

We will do this by working across three core pillars:

1. Industry and Collaboration;
2. Projects and Opportunities;
3. Information, support and inspiration.

Priority One will increase awareness within industry of both sustainability and the circular economy through structured workshops and collaboration. This will drive the creation of projects that solve problems, reduce our emissions and build capability within our region.



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OUR OBJECTIVES

- **Develop** an understanding and awareness of the environmental sustainability needs of major sectors and as many businesses as possible within Tauranga Moana and how the Priority One Kaupapa can deliver on these.
- **Showcase** Tauranga as a forward thinking, leading, environmentally sustainable city to the rest of New Zealand and to the world.
- **Build** environmental sustainability capability of important industry sectors and Priority One member businesses.
- **Cement** Priority One's credentials as a trusted city-wide organisation and agency in supporting sustainable economic development.



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Key Audience	Secondary Audience
<ul style="list-style-type: none"> • Priority One members, Tauranga member businesses • Key industry sectors across Tauranga • Central and local government • Internal team members 	<ul style="list-style-type: none"> • Tauranga wide businesses, non-member businesses • Priority One funding partners • Priority One board members • Key employers • Education providers • General public – Rangitahi/youth, parents



STRATEGIC APPROACH

A strong sustainability position is essential for the Western Bay of Plenty economy to remain competitive. Sustainability is essential to ensuring we provide for our present generation, those who live, work, learn and play in the city, whilst also safeguarding the needs of our future generations.

This involves protecting or even restoring the natural environment and ensuring Kaitiakitanga (guardianship) for long-term vitality and health of the resources and ecosystems our region's businesses and economy depend on.



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INTERNAL

Priority One's team need to walk the talk by directly understanding the impacts individuals and the team have on the environment, and to further develop their understanding of environmental sustainability.

EXTERNAL

As a member based organisation that represents business, Priority One's Sustainability Strategy will position Tauranga as New Zealand's most sustainable city. This will support businesses to remain competitive; helping retain and attract skilled people and businesses to the region.



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Four Key Thematic Areas

Transport

Energy

Waste

Land

There are four core thematic areas where projects can be grouped into programs of work. The themes are drawn from existing and potential projects and opportunities and have been consolidated into a broad area where Priority One can drive change.



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Education and Events help raised awareness, connect and equip our members with the skills they need and also help drive involvement in our thematic projects.

Communication & relationships will underpin the delivery of research and projects and help to strengthen the regional commitment to action and present our region nationally as a leader in the area of sustainability.

Innovation should be central to the themes and help to solve challenging problems.



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