POMPOM
EVENTS & MARKETING

Environmental Sustainability Policy

This policy will be reviewed annually, and details recorded as below.

Version	Date	Author/s	Approved by	Review Date	Comments
V1	February 2023	Charlotte Tollervey. Co-Founder	Natalie Rutene - Managing Partner	February 2024	

1. Purpose & Objective

The mission of the organisation is to help good people do great things!
We do this by supporting businesses to engage with their audiences through world-class event and communication management.

One of our core values is *Giving Back*, we want to give back to our communities and in a wider sense our environment. We support several not-for-profits by providing heavily subsidised rates. The two core areas we support are tamariki/rangatahi and the environment. These are our two passion areas and therefore environmental sustainability is a key focus for us as a business and the projects we work on.

The objectives of this policy are to:

- Ensure that the environment is being protected;
- Ensure that all people associated with PomPom including its contractors, staff, volunteers, interns and representatives understand and share our commitment to this principle;
- Ensure that PomPom activities are conducted in a way that is consistent with traditional beliefs and practises, and reflects local understandings of stewardship (including kaitiakitanga) in relation to the environment;

- Create an open and aware environment where all people can work sustainably.

2. Guiding Principles

PomPom has adopted the following principles for our environmental sustainability policy. Contractors, staff, volunteers, interns and representatives must adhere to the following principles:

Principle 1: **Protection**.
We will aim to protect the natural environment by reducing our direct environmental impact across all of our operations.

Principle 2: **Engagement**.
Our goal is to maximise the wider positive impact of PomPom's environmental sustainability actions at local, national and international level through communication, collaboration and partnership.

Principle 3: **Culture.**
We are also committed to creating a culture where the members of our organisation are engaged, empowered and supported in improving their personal and collective environmental sustainability practice.

Principle 4: **Continuous improvement.**

PomPom aims to continually improve our environmental standards and to adopt new practices where necessary to align with this.

3. Priority areas

Promoting cultural perspectives on promoting environmental sustainability

- Conducting activities in an environmentally sustainable manner that reflects local understandings of kaitiakitanga/stewardship in relation to the environment.

Reducing carbon emissions

- To reduce the environmental impacts of operations through the use of energy efficient systems and technologies.

Conserving natural resources

- For organisations to obtain raw materials from sustainable and ethical sources.

4. Scope

This policy is intended to apply to all PomPom activities. This policy is applicable to all PomPom personnel, including contractors. This policy also extends to PomPom partners and associates.

5. Definitions

For purposes of this policy, unless otherwise stated, the following definitions shall apply:

Environment relates to ecosystems and their constituent parts, including;

a) People and communities; and
b) All natural and physical resources; and
c) Amenity values; and
d) The social, economic, aesthetic, and cultural conditions (including our organisations policy) which affect or are affected by the matters stated in paragraphs (a) to (c) of this definition.

Sustainability integrates the concern for social, economic and environmental issues, and involves thinking broadly about objectives, considering long-term as well as short-term effects, assessing indirect as well as direct effects, and taking extra care when changes brought about by development might be irreversible.

Environmental footprint is the impact of an organisation in environmental terms such as resource use, waste generation and physical environmental changes.

Kaitiakitanga is the exercise of guardianship by the tangata whenua of an area in accordance with tikanga Māori in relation to natural and physical resources; and includes the ethic of stewardship.

6. Strategy

PomPom will ensure that:

- Programme staff and local counterparts understand and support environmental protection and biodiversity conservation principles and practices and seek environmental expertise when required.
- Environmental issues and potential impacts (both positive and negative) will be considered when designing and implementing all activities.
- The reduction of environmental impact on domestic and in-country operations including the use of energy efficient systems and technologies where possible.
- Our monitoring and reporting activities include environment outcomes of activities we are involved in.

Areas of the organisations work where environmental sustainability action will incur include:

- Energy and carbon management
- Waste management
- Sustainable procurement
- Travel
- Partnership and engagement

The targets for each of these areas are attached as Appendix 1.



Appendix 1 – Environment Targets

Energy & Carbon Management

- To reduce energy use in buildings;
- Reduce carbon dioxide emissions arising from our fleet, buildings and staff/contractors.

Waste management

- All cardboards, glass and plastic to be recycled at all home offices.
- Food waste to be composted at all home offices.
- Ensure events we are running have recycling and best practise waste management services in places.

Sustainable procurement

- Environmental sustainability to be prioritised in all purchasing decisions.
- Carbon footprint to also be considered in all purchasing decisions.
- Choose theming for events that can be reused no single use items procured.
- Buy quality items that have a long life span, refrain from single use home office purchases.

Travel

- Utilise team members from the closest location to the event/project to minimise carbon footprint.
- Work remotely where possible.
- Minimise physical meetings where travel is required and suggest online meetings as appropriate as an alternative.

Partnership and engagement

- Align ourselves and work with partner organisations with a strong sustainability focus and policies.
- Work with contractors who share our values and have strong sustainability policies in place.

- Share our sustainability activities with clients, potential clients and the general public.
- Work with local authorities and iwi to ensure best practise sustainability activities by all involved and are prioritised.
- Source and contract business across all event and marketing activities that have good sustainability policies and outcomes.