



Courtesy of Sanford Limited
and the Auckland Seafood Festival

Question and answers on Carbon neutrality

Event summary:



Saturday 29 September and Sunday 30 September 2007

Auckland Fish Market

Jellicoe St, Western Viaduct

Auckland Central

www.aucklandseafoodfestival.co.nz

The Auckland Seafood Festival held in Jellicoe St in 2007 with quality seafood and top entertainment on offer for Aucklanders and visitors alike to enjoy.

The festival celebrates the huge array of seafood available in our very own Hauraki Gulf and in surrounding New Zealand waters.

Two days of fabulous family entertainment and an opportunity for corporate hosting in the VIP area make the Auckland Seafood Festival an event that everyone can enjoy.

Auckland City Council is proud to support and be the home of this event that celebrates our maritime heritage.

Auckland Seafood Festival Carbon Neutral “The Basics”



Why did Sanford make the 2007 Seafood Festival carbon neutral?

- ◆ Sanford strives to be a market leader in sustainability
- ◆ Sustainable Seafood is a motto – walk the talk!
- ◆ Education – important to educate the public about issues related to climate change, what Sanford is doing, and how we do it

What is Carbon Neutral (CN)?

- ◆ The 2007 Auckland Seafood Festival was proud to declare its official ‘Carbon Neutral’ status, making it New Zealand’s first Carbon Neutral Festival
- ◆ In order to make an event carbon neutral an organization must
 - Measure greenhouse gas emissions,
 - Manage emissions by trying to reduce them as best as possible and,
 - Mitigate by offsetting unavoidable emissions

How we became CN?

- ◆ The festival achieved this through carbon credits sourced from a government approved project and supplied by Carbon Market Solutions Ltd (www.carbonmarketsolutions.com) as part of its “CN-1, Being Carbon Neutral” programme
- ◆ The credits were acquired from the Palmerston North City Council Awapuni Landfill Gas to Electricity Project. This project takes methane gas from the landfill and converts it into electricity to power the adjacent Waste Water Treatment Plant

What was covered by the statement “carbon neutral”?

We calculated all the emissions we believed were generated in hosting the festival and they included:

- ◆ Vessels
- ◆ Electricity
- ◆ Air Travel
- ◆ Visitors by car
- ◆ Visitors by bus
- ◆ Visitors by train
- ◆ Visitors by ferry
- ◆ LPG from Sanford BBQ’s
- ◆ Sanford Shuttle Bus

Our estimates were based on 20,000 people attending the festival

What didn’t it cover?

- ◆ We were not able to cover the emissions related to non Sanford operated stall holders as we did not have control over how they cooked / powered their stalls
- ◆ We aim to include this for this year as it is an important part of the festival
- ◆ Product bought at the festival, how it was caught / harvested / prepared was not included

Who verified the process?

Deloitte audited the process to International Standards (www.deloitte.co.nz)

Auckland Seafood Festival Carbon Neutral **“The Essential Info”**



Essential Reading / Websites:

- ♦ Greenhouse Gas Protocol - www.ghgprotocol.org
- ♦ ISO 14064-1 - *Greenhouse gases – Part 1: Specification with guidance at the organisation level for quantification and reporting of greenhouse gas emissions and removals*. Available at www.standards.co.nz
- ♦ CarboNZero – www.carbonzero.co.nz
- ♦ New Zealand Business Council for Sustainable Development – www.nzbcscd.org.nz

Essential Basics:

- ♦ Set your boundaries – this takes time and thought
- ♦ Measure – what is our carbon footprint?
- ♦ Manage – how can we reduce this?
 - Reduce power (electricity & diesel) requirements
 - Better use of public transport
 - Waste reduction
- ♦ Mitigate – how can we offset unavoidable emissions?
- ♦ Data, data, data – data is really important and the more the better
- ♦ Verifiable – record source information for all conversion factors and assumptions
- ♦ TIME!!! This process initially takes a lot of time so be prepared

Learning – How do we do it better for the 2008 Auckland Seafood Festival?

- ♦ More information about visitor numbers, investigate gate entry options
- ♦ Waste – look at waste reduction and recycling strategies
- ♦ Learn from others, national and international

Good Luck!!

If you have any queries please contact:

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