

The Kiwi Does It 'Green Fingers' policy...

WHAT... on earth are we talking about?

Some folks call it climate change. Others call it global warming. Others think of greenhouse gas emissions as being hearsay, not our fault, disproven or the natural cycle of life.

Put simply, our planet appears to be getting hotter - great for your suntan, bad for the planet. This temperature hike is caused by rising atmospheric levels of heat-trapping greenhouse gases (like CO₂) caused from human activity; burning fossil fuels, deforestation and the rate of oil consumption has increased atmospheric carbon dioxide by 31% in the last 150 years¹.

Of all the industries to be in, clearly the travel industry is no angel. Planes, trains, boats and automobiles are clearly not the greenest way of moving around the globe however they are the realities of our fantastic industry, not to mention your amazing Kiwi Does It holiday.

To us, this all just means that Kiwi Does It needs to be at the forefront of change. So, we have a philosophy on global warming and it goes a little something like this...

WHY... on earth are we talking about it?

New Zealand - we live it, breathe it, get around in it and then sell it to the world - we must protect it.

We truly believe that at the very core of global travel is that innate element of adventure. New places, amazing sights, interesting cultures, challenging climates and often, the mere act of getting somewhere being an adventure in itself.

We also believe that part of that adventure is the unknown. When something is unknown, the possibilities and outcomes are not defined yet, limitless even.

¹ Larry West - <http://bit.ly/dgaxtv> 2010

un·known (adj.) - not within the range of one's knowledge; not discovered, explored, identified or ascertained...

Never before have we humans been at this ecological crossroads, so that must surely mean the outcome is yet to be determined – you can't tell the future you know but you can help shape it...

WHO... on earth are we talking about?

There are a lot of companies out there willing to talk the colour green however here at Kiwi Does It Ltd, we aim to walk the colour green, and walk it with credibility and integrity – which is why we have achieved carboNZero 'small enterprise' certification.

Through this process we measure our greenhouse gas (GHG) emissions in order to understand our impact on the global climate. The measurement requirements meet and exceed the requirements of the international standards: GHG Protocol and ISO 14064-1.

We then manage and reduce our emissions at source through top management commitment, setting targets and reporting on emissions reduction performance. Lastly, we mitigate (offset) our remaining unavoidable emission by purchasing/cancelling verified carbon credits from credible New Zealand projects – Trustpower Hydro project and better still, these steps are independently verified by an external auditor.

Click [here](#) to see our really serious Disclosure PDF.

Through the Landcare Research's carboNZero programme, we have put our commitment on the table, telling the world we are moving in that direction and hopefully encouraging you to do the same.

HOW... on earth are we doing it?

Between 01 February 2009 and 31 January 2010 we jumped onto www.carbonzero.co.nz, found the magic emissions calculator and recorded our data.

Our waste to landfill, composting, recycling processes, printing specifications and costs, internal travel, electricity consumption and a million (well, probably not actually a million) other things were all audited to the point where we were sweating, but then it was all okay because we did really well.

We could also give you the spiel like all the other companies out there about our office recycling, energy-saving light bulbs and other blah blahs, but really, that's all a no-brainer here at KDI with the aim being to educate everyone we use as part of our itineraries to do the same.

And the best thing about it you ask? Not only are we going to continue operating a 'carbon neutral certified office' but we will strive to get better at it too...

But wait, there's more! Even better still, we can now make a credible and robust carbon neutral claim using the internationally recognised carboNZero certification mark which you can find on our website. It may be small but it's got a massive meaning. We think that is pretty cool and would love you to support us in being as sustainable as possible.

WHERE... on earth do you fit in?

We believe that the ability for individual change is very simple and easy, starting right now with habit patterns. They say that small habits merely take days to form. Turning taps off when possible, turning lights off when not in the room and re-using water bottles while hiking or in the car are just miniscule habitual changes that if made by everyone, would be colossal.

As worldwide travelers, we all have a responsibility to understand the effects we have on our planet and educate those around us to help manage them and better still, mitigate them where at all possible.

Whatever be your view, we reckon that its up to us (with future generations in mind) to just be a conscious race – our kids will look back on our choices and say 'thanks 2010 people!'

So, what are we waiting for?