

KING^{ST.}

ADVERTISING. DESIGN. MEDIA. MARKETING.

SHOWCASING SUSTAINABILITY



'SHOWCASING SUSTAINABILITY' IS A SERIES OF CASE STUDIES FROM LOCAL BUSINESSES WHO ARE REDUCING THEIR ENVIRONMENTAL FOOTPRINT.



Priority One
Tauranga
Moana

SHOWCASING SUSTAINABILITY KING ST.



Who They Are

King St. are a full-service marketing and advertising agency that support their clients to do more, show more and tell more of their stories. They work with clients who align with their environmental and community values, gaining purpose from sharing the difference their clients are making. We spoke with Director, Tim Paton, and Account Manager, Pietta Barnett.

Quick Wins

Operating as an office-based company, King St. are aware their carbon footprint is not as drastic as other sectors, however, they're determined to make an effort wherever they can. Tim says, "it's about doing what you can and knowing all the small things add up and are still making a difference." They shared that looking at what is economically viable often can also benefit the environment.

To Date They Have:

- Significantly reduced printing by proofreading and editing documents virtually whenever possible.
- Implemented double-sided printing of documents when printing is required.
- Encouraged zero waste team lunches.
- Pursued alternative travel options when possible, such as bussing, cycling, and walking to work and meetings.
- Turning off all lights and computers every night to save power.
- Organised carpooling to meetings outside of the CBD.
- Implemented a recycling system for glass, plastics, and paper.
- Chosen sustainably focused suppliers wherever possible.
- Planned the transition for company vehicles to be Electric Vehicles or Hybrids.

Inspiration

Some of King St.'s initial inspiration came from their clients which encouraged them to increase their own awareness and efforts. Working closely with sustainability stand-out Trevelyan's - King St. is their communications agency that helps them tell their sustainability story and build this as a key pillar of their brand. Road Science is another client who is doing good things in the sustainability space that King St. enjoys working with. King St. believes communicating the stories of their clients adds to the momentum that will normalise a sustainable effort from other organisations.

Sustainability Scale

This five-stage scale symbolises where the business is on its sustainability journey; from emerging to mature.



Big Wins

King St. sees the environment as an important element within a bigger holistic approach to creating a plentiful future. Therefore, the lasting change King St. is making is looking at the environment, internal wellbeing and their community whilst being economically sustainable.

Three Ways King St. are Creating Sustainable Change:

- **Environment:** King St. work with their clients to share their efforts and stories. Their intention is to tell these stories effectively to inspire others to reduce their impact. An example of this is partnering with Trevelyan's annually to create their Global Reporting Initiative (GRI) report.
- **Wellbeing:** A formalised internal approach has been developed to create organisational change. It outlines the 'quick wins' King St. is making as well as promoting a healthy workplace.
 - Provides flexible hours for staff.
 - Encourages more conversation around mental health – particularly throughout the pandemic.
 - Offer stand up desks to increase health and productivity.
 - Encourage healthy exercise and nutrition.
 - Support staff training and growth.
 - Hold regular one-on-one development meetings with direct reports.
- **Community:** King St. offers discounted rates for not-for-profit clients Central Kids and Matauranga Ake, that are making a significant difference in the community.



CONSIDERATE
RESOURCE USE



DEMONSTRATED
BEHAVIOUR CHANGE



THOUGHTFUL
TRANSPORTATION
OPTIONS



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