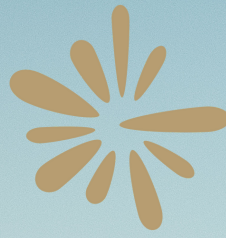


SHOWCASING SUSTAINABILITY



GENERUS
LIVING GROUP



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



Priority One
Tauranga
Moana

GENERUS LIVING GROUP



Who They Are

Generus Living provides upscale sustainable living environments and is leading best practice within the retirement village industry. Over the last 10 years, the team have built a strong reputation for developing and operating outstanding retirement villages in Auckland, Tauranga and Christchurch. Generus has led an extensive sustainability pilot in their Pacific Coast and Pacific Lakes Villages, in Papamoa and Tauranga. This pilot has achieved excellent results since its commencement in 2019.

Quick Wins

One of the key focus areas of the pilot was waste minimisation - a meaningful way to drive engagement and personal responsibility within the team, village community and supply chain. "Waste minimisation is a great way of getting everyone on board. One can make an immediate difference by a simple shift in behaviour and/or purchasing decisions... It is rewarding to know we are contributing," shared Graham Wilkinson, Director of Generus Living Group.

Waste Minimisation Efforts Have:

- Provided a framework to educate their team and residents to influence behavioural change.
- Provided both villages with a tool to measure their achievements and set clear targets.
- Enabled the development of purpose-built infrastructure to support their sustainability initiatives.
- Reduced operational costs and increased efficiencies.
- Assisted in the development and deployment of a comprehensive and strategic approach.
- Allowed to process some of the cafe and residential food waste on-site through the installation of twelve worm farms.

Inspiration

Generus Living is inspired by their committed leadership team who are focused on a sustainable future and their responsibility [as kaitiaki] for the next generations. This inspiration is supported by a strategic sustainability framework that allows effective management of Environmental, Social and Governance criteria to build a resilient business.

Sustainability Scale

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



Big Wins

A focus on sustainability within key business systems and organisational culture has inspired interest, expanded knowledge and led to action within the team and village community.

Three Ways Generus Living Group are Creating Sustainable Change in Bay of Plenty Villages:

- **Engaged team** - Having a passionate and engaged team drives sustainable change within their business and achieves company goals. The team achieved 90% of all operational waste being diverted from landfill.
- **Community influence** – Generus has facilitated learning within their village communities, providing a platform for influence and change. A recent resident survey illustrated that a sustainable lifestyle is either important or very important to 94.43% of village residents.
- **Reducing impact** – Adopting a sustainable lens to all aspects of the business. Beyond waste minimisation, other initiatives include water conservation through utilising smart technology, rain and stormwater collection via the village lakes system, minimising chemical use in landscaping, utilising solar energy, installation of EV charging stations and LED lighting, just to name a few.

Click through to find out more about Generus Living [Pacific Lakes](#) and [Pacific Coast](#) sustainability approach.

100%

NATURAL FERTILISERS USED

\$2,500+

REDUCTION IN ANNUAL OPERATIONAL GREEN WASTE REMOVAL COST

100%

GREEN WASTE DIVERTED FROM LANDFILL



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