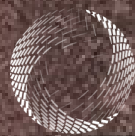


SHOWCASING SUSTAINABILITY



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



Priority One
Tauranga
Moana

GOOD BUZZ



Who They Are

Good Buzz are leaders in a fast-growing segment of the New Zealand beverage industry: Kombucha. Amber and Alex Campbell founded Good Buzz on strong values aligning with the vision of a progressive company. These values came through strongly in the appointment of their new CEO, Ryan Christensen, who shares the mentality that Good Buzz can always strive to be better. They are consciously reviewing their environmental impact and seeing how sustainable improvements can enhance their business.

Quick Wins

Ryan says their efforts are only just beginning – they constantly ask themselves “is there a sustainable way to do this?”. Good Buzz uses this ideology at every stage to shape better business practices.

To date they have:

- Expanded a role to oversee sustainability efforts - Wendy Gatward, Quality and Sustainability Leader.
- Introduced new bins to organise glass, plastics, papers, and compost in the office.
- Pushed bulk sales, which reduces the amount of packaging required per sale.
- Taken a ‘NZ brewed and bottled’ stance to decrease transport-related carbon emissions – not to mention freight costs!
- Used bottles made from NZ recycled glass.
- Recycled pallet wrap to NZ soft plastics recycling scheme.

Inspiration

Companies or organisations that encouraged Good Buzz’s sustainable efforts.



Sustainability Scale

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



Big Wins

Larger scale organisational change is the next step for Good Buzz in their sustainability journey. Pleasingly, they have found that sustainability actions often provide financial benefits.

Five Ways Good Buzz are Creating Sustainable Change

- Decreasing packaging from three labels to two per bottle reduces plastic usage and costs.
- Changing to more sustainable materials; Good Buzz is releasing aluminium cans this summer. This lower weight reduces fuel usage and improves recycling.
- Using sea freight for shipments to the Christchurch distribution centre once a month, reducing truck-related emissions between Tauranga and Christchurch.
- Improving distribution networks by removing Auckland distribution, with shipments going straight from a new warehouse in Tauriko, Tauranga. This decreases: carbon emissions from transport, shrink wrap usage, operational costs, and time.
- Implementation of new infrastructure in Tauriko improves drainage and offers bigger water tanks meaning fewer deliveries required, leading to fewer fuel emissions and reduced financial costs.

10kg

LANDFILL REDUCED EACH MONTH

99%

LESS FOOD WASTE TO LANDFILL FROM THE OFFICE

10%

OF PROCEEDS TO PLANTING TREES IS A FUTURE GOAL



Priority One Tauranga Moana