

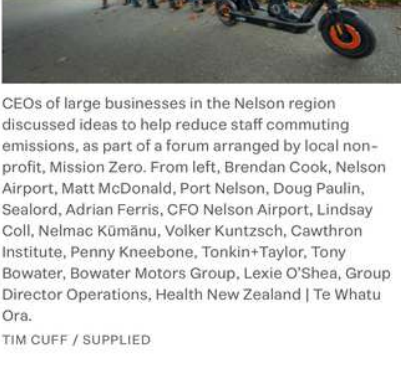
Carpooling app among CEOs' ideas to help cut emissions



Katy Jones | [NelsonMail](#)

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CEOs of large businesses in the Nelson region discussed ideas to help reduce staff commuting emissions, as part of a forum arranged by local non-profit, Mission Zero. From left, Brendan Cook, Nelson Airport, Matt McDonald, Port Nelson, Doug Paulin, Sealord, Adrian Ferris, CFO Nelson Airport, Lindsay Coll, Nelmac Kūmānu, Volker Kuntzsch, Cawthron Institute, Penny Kneebone, Tonkin+Taylor, Tony Bowater, Bowater Motors Group, Lexie O'Shea, Group Director Operations, Health New Zealand | Te Whatu Ora.

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As Nelson councillors [prepare to choose a target for community greenhouse gas \(GHG\) cuts](#), leaders of eight big local employers met to discuss ways to help workers reduce emissions from commuting.

Among ideas canvassed by the bosses of the business and organisations – constituting 10% of Nelson and Tasman District's workforce – was a shared carpooling app, possibly across multiple businesses, organisers said.

Sharing bike safety resources for staff also came up, along with collaboration with the council to improve safer walking and cycling routes near business hubs.

The CEO breakfast meeting this month was organised by local non-profit organisation, Mission Zero, as part of its Nelson City Council (NCC) funded [low-carbon commute initiative](#) – to help tackle transport emissions which made up over 60% of Nelson's GHG emissions.

Common challenges CEOs identified in helping staff shift to low-carbon commuting options included shift work, incompatible public transport options, geographical limitations and financial barriers to accessing schemes like WorkRide, Mission Zero said.

A survey of staff at nine businesses and organisations taking part in the low-carbon commute initiative, including Nelson Airport and Health New Zealand Nelson Marlborough (including Nelson Hospital), showed [68% of people drove to work](#), with 87% of those using petrol or diesel engines.

Transport makes up just over 60% of Nelson's GHG emissions.



Lexie O'Shea, pictured at the CEO forum arranged by local non-profit, Mission Zero, to discuss ways to help encourage staff to take low-carbon commuting options.

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Mission Zero spokesperson Marta Karlik-Neale said cutting commuting emissions stood to both reduce Nelson Tasman's carbon footprint and improve people's quality of life.

"People in Nelson love active transport, but there are still a few barriers that require collaboration between business leaders, councils and the employees."

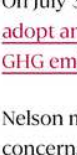
Nelson Airport CEO Brendan Cook said reducing emissions from flying was "incredibly challenging" and required "a global aviation sector focus".

"Changing the way our employees commute, on the other hand, is an area we can directly influence and make an immediate impact – for the benefit of both our team and the region as a whole."

Sealord CEO Doug Paulin described Mission Zero's low carbon commute initiative as "the right thing to do for the environment and an excellent way to motivate and engage with our people".

The breakfast session provided a chance to hear what others were doing and come up with collaborative ideas, he said.

Mission Zero said the CEOs expressed strong commitment to continued collaboration—through regular staff surveys, participation in future initiatives, and reconvening in six months to review progress.



Katy Jones • Senior reporter

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Katy Jones is a senior reporter based in Nelson covering education and climate change.

On July 3, NCC is due to decide [whether to adopt an annual target for gross community GHG emissions reductions of 6.38% or 8.3%](#).

Nelson mayor Nick Smith has expressed concerns about the cost and achievability of adopting the highest target.

[Actions proposed by the community](#) fell far short of what was needed to achieve it – 12 times more emissions reductions a year than the region's E-bus service.

NCC group manager, strategy and communications Nicky McDonald said both target options remained achievable, but required substantial investment and commitment from the whole community.

The council didn't have the resources to cost projects needed to achieve different targets during engagement on the council's climate change strategy (which contained the proposed targets), she said.

"This sort of modelling is quite complex and costly but it is something we want to do more on in future, to give council the best information possible for its decision-making.

"We would also need to consider the potential cost to our community of not taking action."