

# MISSION ZERO

## low-carbon commute initiative


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Transitioning Nelson business commuters to  
low-emissions transport

Funded by:



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MISSION ZERO exists to energise and  
enable the business community in  
Te Taihū on our journey to zero carbon.

We are an initiative of Businesses for  
Climate Action, a Charitable Trust,  
and we are based in Nelson.

[missionzero.nz](https://missionzero.nz)

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# introduction

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MISSION ZERO's Low-carbon Commute Initiative is a Nelson City Council funded project which aims to help selected businesses in Te Taihu drive an employee shift towards the use of low-emissions commute-to-work transport.

# overview

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MISSION ZERO wants to support Nelson City Council's goal to reduce transport-related carbon emissions.

This project will see us working closely with businesses and relevant transport-oriented community organisations\* to understand the barriers, learn about options, find solutions and drive behaviour change related to high-emission employee commuting-to-work practices – a major source of emissions in the region and an important Scope 3 reduction opportunity.

*\*E.g. Nelson Tasman Climate Forum, Nelson Transport Strategy Group, Nelson Tasman Community Transport Trust, WorkRide, Nelson Tasman eBus service, e-bike providers, Nelson car sharing schemes*

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Our aim for Phase 1 of this project is to connect with a collective group of around 1000 employees from 3-4 key large local businesses plus a sample of SMEs to measure their commute emissions, understand barriers to low-carbon behaviour and incentivise active and low-emissions travel modes, including public transport.

In the process we hope to identify or create tools (e.g. travel surveys, route finder, commute sharing apps) and collaborative decarbonisation initiatives (e.g. car sharing, e-bike rental schemes).

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Businesses participating in Phase 1 will benefit from specialised support from our experienced volunteers (local sustainability and climate advisors and managers), as well as promotion of their efforts across regional channels – including Mission Zero’s website.

Our goal is to lead, track and quantify a significant reduction in commute emissions.

Phase 1 of the project (July 2024-June 2025) acts as a pilot, with Phase 2 presenting an expansion opportunity, dependent on further funding.



reducing GHGs

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# reducing ghg emissions

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Based on NCC reporting it is our understanding that transport generates 61% of Nelson's GHG emissions, at around 202,189TCO<sub>2</sub>e per year.

Although reliable data breaking down the commute-to-work-related component of these emissions is unavailable, our assumption, based on data from other regions, is that this could range from between 20,000 to 50,000TCO<sub>2</sub>e a year (10% to 25% of total transport emissions).

We believe it is possible to significantly reduce these emissions.



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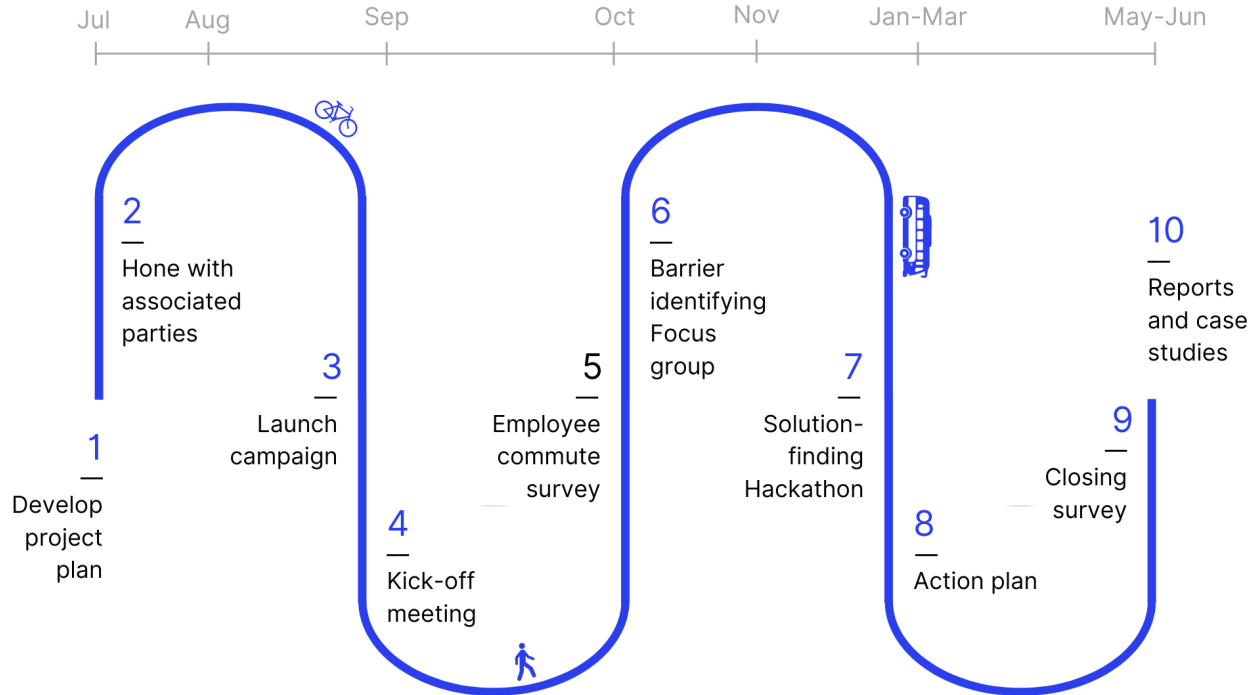


process + results

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# phase 1 (pilot)



# anticipated results

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	<b>Phase 1</b> (Jul 2024 – Jun 2025)	<b>Phase 2</b> (on confirmation of further funding)
<b>Direct emission reductions</b>	5-8 businesses (large and test SMEs): <ul style="list-style-type: none"><li>• Implementation of key reduction initiatives identified.</li></ul>	New cohort (20+ businesses): <ul style="list-style-type: none"><li>• Mainstreaming of the reduction initiatives.</li></ul>
<b>Indirect emission reductions</b>	<ul style="list-style-type: none"><li>• Community building/ collaboration between the participating organisations.</li><li>• Educational/ behaviour change support for employees within participating businesses.</li><li>• Wider promotion of climate action messaging.</li></ul>	<ul style="list-style-type: none"><li>• Community building/ collaboration across a broader group of organisations.</li><li>• Educational opportunity for wider group of Nelson-based employees.</li><li>• Wider promotion of climate action messaging.</li></ul>

benefitting our region

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# benefits to Nelson region

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Our project will benefit Nelson directly through the reduction of GHG emissions and peak traffic, as well as by increasing collaboration amongst local businesses and promoting a healthy lifestyle for their employees.

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thank you!

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