



Preferred Supplier Status

The Rotorua Sustainable Tourism Charter is seeking to endorse a limited number of businesses as Preferred Suppliers to its members. As a Preferred Supplier to the Rotorua Sustainable Tourism Charter your business would benefit from increased exposure to a target market whose purchasing decisions are determined not only on price and quality, but also on aspects of sustainability.

Preferred Supplier Benefits



The **Charter Assessor** provides support to Charter members integrating sustainable actions into their business operations – undertaking site visits, preparing Assessment reports and ad-hoc problem solving.

As a preferred supplier, the Charter Assessor would recommend your business as a supplier of specific products the business already uses or might consider using in the future – your contact details and a brief description of the given product would be supplied to Charter members in their Assessment Reports.



The **Charter bulletin** is circulated via email to 70+ Charter stakeholders every second month and to 580+ Rotorua tourism industry operators every 4th month.

As a preferred supplier your business would be profiled in this newsletter – including logo, contact details and a brief profile of your sustainable product range.

For preferred suppliers that have displayed exemplary action in solving a Charter member's sustainability issue an article outlining that action will be featured in the main body of the bulletin – including your logo and contact details.



www.sustainableNZ.com

The **Charter website** serves a dual role of driving visitors to participate in a sustainable visit and provides a toolkit of material for Charter members and interested parties to integrate sustainability into their business and lives.

As a preferred supplier your business would be profiled both on the Home page as a sponsor (logo only) and on the Support page as a preferred supplier – including your logo, contact details and a brief profile of your sustainable product range.

Preferred Supplier Criteria

All preferred suppliers to the Rotorua Sustainable Tourism Charter must:

- have, or be in the process of preparing, a robust corporate environmental policy
- be in a position to supply some sustainable products and/or services
- have a positive impact on the Charter brand



Sponsorship Agreements

Sponsorship agreements will be offered to a limited number of suppliers following discussions held between the Charter Board and each prospective preferred supplier.



For further information on becoming a preferred supplier please contact the Charter Assessor:

Eldad Collins
APR Consultants

DDI: + 64 7 349 8325
Email: eldad.collins@apr.co.nz

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