



KORU GREEN

A N N U A L I M P A C T R E P O R T

2 0 2 4



**Excellence in
Social Responsibility**
Incentive Marketing Association



Best Sustainable Initiative
Asia Pacific Loyalty Awards





THE KORUGREEN COMMITMENT

As 'Koru' in Māori symbolises new beginnings, the KoruGreen initiative will bring to life a new vision and pathway to a better and sustainable future.

KoruGreen is the 212F Group's commitment to be net zero across all our travel and event programs by 2030.

AT ZERO COST TO OUR CLIENTS

THE PROMISE

We would like to thank all 212F and Incremental clients and their travel and event programs for joining the KoruGreen journey.

The KoruGreen report is our annual summary of the travel and event programs 212F group has delivered over the past financial year, between April 2023 – March 2024, and the total carbon dioxide equivalent (CO₂e) emission impact of those programs.



“KoruGreen is first to market, providing our clients with 212F’s commitment to making all events executed carbon neutral. We aim to not only minimise environmental impact but also collaborate with our clients to promote local culture, reduce waste, and utilise eco-friendly resources. Our goal is to foster responsible events that provide lasting benefits to the environment.”

Jo Strachan
Director of Travel & Events, Australia



THE CALCULATIONS

The CO₂e emission is calculated by the industry’s first KoruGreen Calculator. The calculator is “the first of its kind” specifically designed to estimate the impact of travel and event program emissions, which are the highest-emitting domestic & international activities that the 212F Group manages.

212F Group offset unavoidable greenhouse gas emissions at zero cost to clients by investing in projects that reduce emissions via the United Nations Carbon Offset Platform.

TRAVEL & EVENT

YEAR IN REVIEW

The last year for KoruGreen has been a big one! We were recognised with an award for **“Excellence in Social Responsibility”** by the Incentive Marketing Association and were nominated as finalists in the Asia Pacific Loyalty Awards for **“Best Sustainable Initiative”**. It has been an amazing sense of recognition, with the industry beginning to join and recognise the importance of sustainability within travel incentive programs.

Last year, we offset 1,362 tonnes by donating to a series of projects through the United Nations Carbon Offset platform, including providing ONIL stoves to Guatemalan families which are more efficient than gas stoves while lowering emissions as a cost-effective way to cook, as well as a solar power project to generate electricity using solar radiation, producing eco-friendly power.



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LAST YEAR, WE OFFSET

1,362 TONNES

BY DONATING TO A SERIES OF
PROJECTS THROUGH THE UNITED
NATIONS CARBON OFFSET PLATFORM



“Many organisations are seeking clear guidance with how to navigate the sustainability landscape for events, which can be tough to build a foundational understanding. The rollout of KoruGreen has provided an easy-to-follow framework that helps guide our clients toward Net Zero while taking away the cost burden from the outset.”

Andy Patten
General Manager New Zealand

FY23-24

KORUGREEN RESULTS

The KoruGreen calculator reviewed the heaviest carbon-emitting activities involved in delivering Event and Travel programs, including but not limited to;

- Flights and associated flight impacts
- On-ground transfers
- Experiences & Activities
- Itinerary days of event program and associated impacts

We are proud to report from the 30 travel and event programs, the 212F Group delivered domestically and internationally between April 2023 and March 2024, we have **offset 2,645 tonnes of carbon dioxide equivalent (CO2eq)** from the KoruGreen initiative, almost double the impact from the previous financial year.

The 2,645 tonnes of carbon have been invested in various projects through the United Nations Carbon Offset platform, including:

- A biomass conservation project in Malawi to reduce carbon monoxide production through unsustainable household appliances
- Continued funding to the project distributing ONIL stoves to Guatemalan households that we donated to in the previous financial year



After FY23/24 we offset
2,645 tonnes of carbon
dioxide equivalent (CO2eq)



“Our KoruGreen programme is more than a ground-breaking initiative within the events industry across New Zealand and Australia. It signals to our clients that we are just as serious about sustainability as they are and lets us take the lead with a system that tells them what we can do. This is the first step in our commitment to definitive and measurable event sustainability.”

Adam Leslie
General Manager – Events New Zealand



B E Y O N D C A R B O N
O F F S E T S

WHAT'S NEXT FOR KORUGREEN

This year has been a great step in the right direction for 212F Group's KoruGreen commitment. With recognition from the industry through award nominations and wins, and an increased program demand, it has demonstrated that the principles behind KoruGreen are being seen and welcomed.

In terms of next steps for the commitment, we have begun tracking carbon footprints within our offices in our move towards being entirely net-zero by 2030.

This will be implemented and offset within the next financial year, giving us more ways to give back to the planet while bolstering the group's environmental and social principles, putting our money where our mouth is.

The 212F Group has also begun collating employee feedback and potential other ways to present more cohesively as a truly sustainable organisation, implementing measures within internal operations as well as travel programs for our clients.

As always, in our steps forward, we strive to influence and change behaviours both with our clients and within the broader B2B loyalty, incentive, and rewards program industry across Australia, New Zealand and globally.



"At 212F, we're leading by example. KoruGreen represents our commitment to sustainability going beyond words to real action. By offsetting all our client events at no cost to them, we're setting a new standard in the industry, and it's one I'm proud to champion as we take the lead in promoting sustainability as a core part of our business."

Belinda Ramanauskas
General Manager Australia



KORU GREEN

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