

Working Together for a Healthy Planet: Planetary Facts at the Wānaka A&P Show

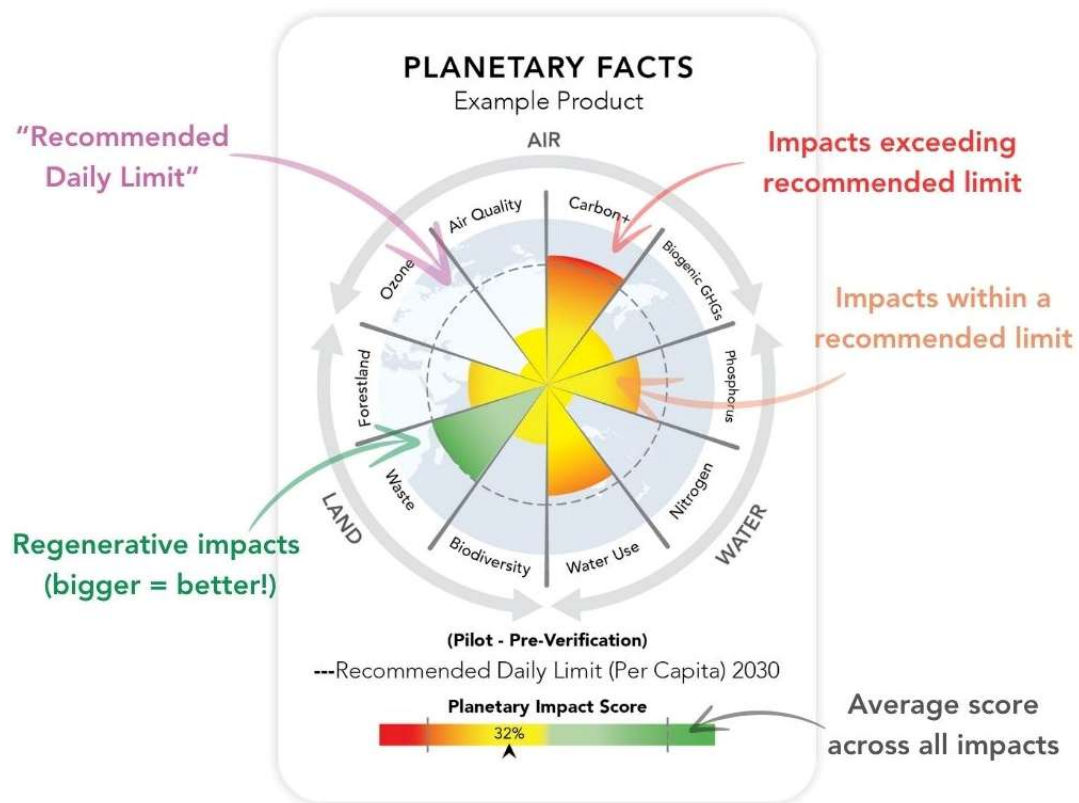
From festivals to sports tournaments, events are a big part of life in the Southern Lakes Region, but they can also have a big impact on our environment. When it comes to sustainability measurement, it is common for events to measure waste and recycling, or the carbon footprint associated with the event. But without context, how can you tell what “good” looks like, or make trade-offs - say, reducing carbon at the cost of waste, or biodiversity?

To understand their environmental footprint, the Wānaka A&P Show partnered the Planetary Accounting Network (PAN) - a local charitable trust - to measure the ‘Planetary Facts’ of a visit to the Wānaka A&P Show. This is the first ever Planetary Facts assessment of an event - which looks at impacts across nature, not just carbon emissions and waste.

What are Planetary Facts?

Planetary Facts were established to address these challenges by presenting environmental data, in context, for any product, in a way that is easy to understand. Inspired by Nutrition Facts which show calories, fat and other important health indicators against a recommended daily intake for a healthy diet, Planetary Facts show the carbon, waste, and other important environmental footprints against a recommended daily limit for a healthy planet - derived from scientific global limits called the Planetary Boundaries.

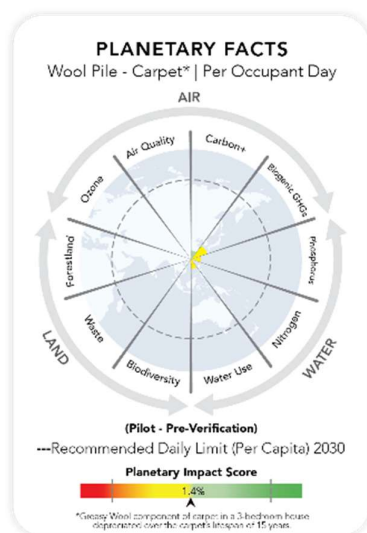
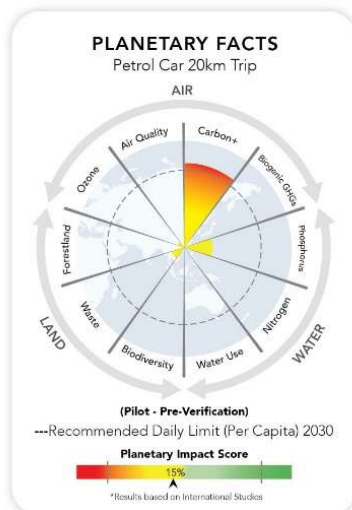
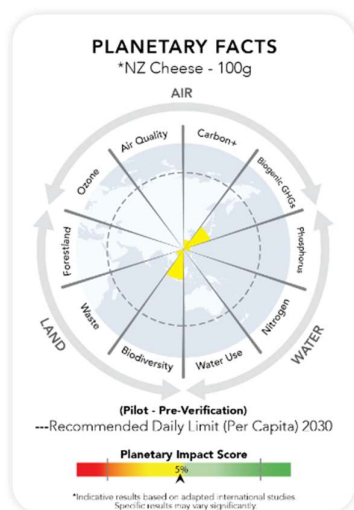
Planetary Facts labels comprise ten key environmental footprints, grouped under hau (air), whenua (land), and wai (water) with considerations of ora (life) integrated into limits for each of the footprints. You can read more about the Planetary Accounting footprints on PAN’s website [here](#).



The dotted line represents the recommended daily limit; the average per-person environmental allowance for each footprint, that has been derived from the Planetary Boundaries. Each footprint is shown as a proportion of this limit, using a traffic-light scale: yellow for impacts within the limit, shifting to red where the environmental impact of that product exceeds the recommended limit. Regenerative (positive) impacts are shown in green, and here, the larger the green area, the better. For example, the green waste footprint in the example below could represent landfill mining (i.e. extracting waste from landfill as a raw material for this product).

Results are combined into a single Planetary Impact Score – the overall percentage of the total environmental allowance used, offering a simple way to compare overall environmental performance between products

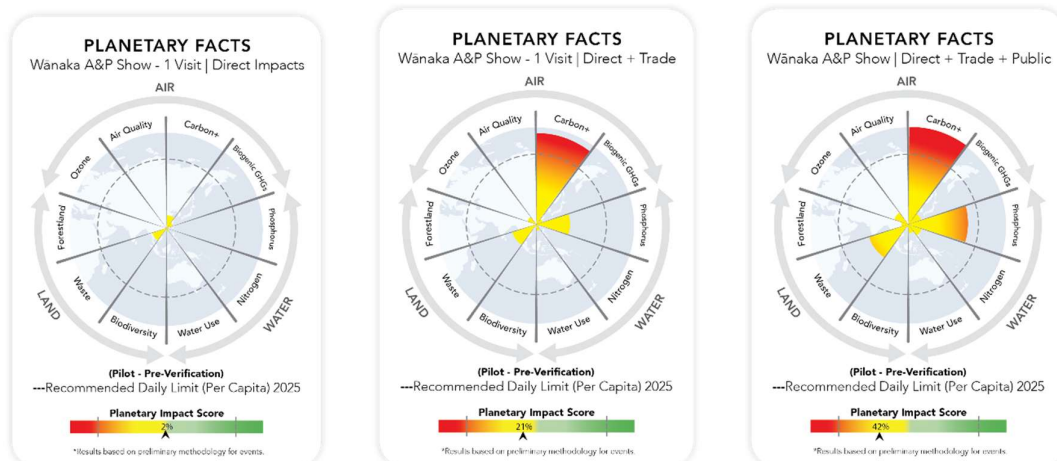
The first Planetary Facts label was released late 2024, and already, Planetary Facts have been assessed for more than 50 products. Whilst inspired by food labelling, Planetary Facts can be assessed for any product or service, enabling comparisons from cheese, transport, or the wool in your carpet, to apparel, or even tourism activities and events!



Planetary Facts of the Wanaka A&P Show

The Planetary Facts of one visit to the Wanaka A&P Show are shown below for:

Direct Impacts	Show operations and on-site activities
Direct + Trade	Show operations + trade transport and accommodation.
Direct + Trade + Visitor Transport	Show operations + trade transport and accommodation + average travel footprint for show visitors.



The results show that the impacts of trade and visitors travelling to the Wānaka A&P Show is by far the biggest contributor to the shows overall environmental impacts. When all activities and transport are considered, the Planetary Impact Score per ticket is 42%; i.e. a visit to the Wānaka A&P Show constitutes just under half of a reasonable, equal per capita share of environmental impacts.

This may seem to be a reasonable proportion of a daily environmental budget to spend on a full day show, particularly as this impact includes meals consumed at the show. However, the carbon footprint per visitor is well above the recommended daily limit for carbon, and phosphorus impacts are approaching the limit. The exceedance of the carbon footprint is true even when visitor travel is excluded; i.e. it is exceeded even for local visitors walking to the show.

However, the results also show that the footprint of show operations is relatively light across all indicators. The Planetary Impact Score is 2%, with no single impact in the red. This highlights efforts to date by the A&P show to run an efficient event.

What this means for the A&P Show

Knowledge is power! By measuring AND disclosing their impacts, the Wānaka A&P Show has taken a bold first step towards hosting an event within the planet's limits. While there are many opportunities to reduce environmental impact; we are confident that we can now prioritise these robustly!

Wānaka A&P Show show sustainability initiatives:

At this year's event, the Wānaka A&P Show will be supporting emission reductions by increasing park and ride buses. We'll also have a washroom with commercial dishwashing, and increase reusable serve ware - to help reduce the waste footprint.

We have negotiated a 10% discount for our suppliers and exhibitors who sign up to the [Planetary Facts initiative](#) (or on [PAN's membership](#) and [training courses](#)) before the show! The Planetary Accounting Network will also support these suppliers and

exhibitors with collateral and comms to help them showcase their environmental leadership.

We invite our suppliers and exhibitors to join other Planetary Facts partners – including Wool Impact, Silver Fern Farms, Plant and Food Research, and Bragato Research Institute – so we can build momentum towards showcasing more products and services with a lower environmental footprint at the event.

For trade exhibitors:

Since transport to the event is a key source of impact, consider how you can choose ‘greener’ transport options e.g., car-pool with colleagues, choose EV hire vehicles, and consider hiring from local suppliers to reduce freight distances. Plan ahead to make your visit as efficient as possible. Line up meetings while you’re here to avoid extra one-off trips later. This helps reduce travel impacts and makes the most of your time at the show.

We also encourage all suppliers to measure and understand their impacts beyond carbon, in context, to enable informed decision-making around sustainability efforts.

For the public:

For those staying close to the show, we encourage active travel like walking or biking, or taking one of our park and ride buses to get to the event.

For those travelling from further away, make it a road trip by car-pooling with friends and family, or extend your stay a little longer to spread the impact of travel over multiple days so you can make the most of what Wānaka and the Southern Lakes Region have to offer.

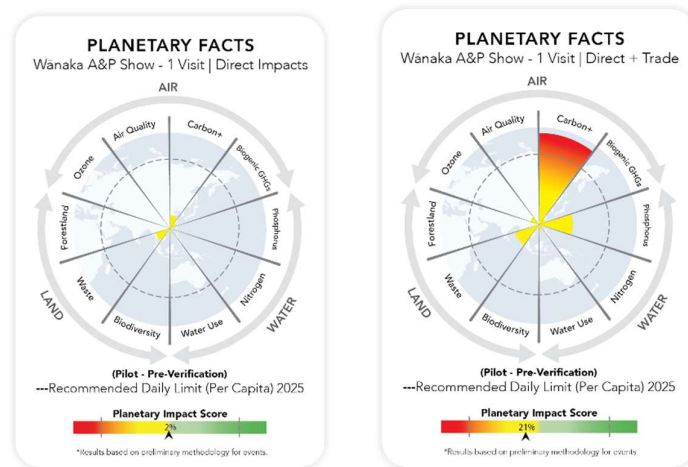
For both our trade exhibitors and the public:

When you buy your tickets this year, you’ll notice a few quick questions about how you’re travelling to the show. Your input helps us improve the accuracy of our Planetary Facts and identify opportunities to make travel to the event more sustainable.

Ready to take the next step? Visit <http://www.planetaryaccounting.org> to learn how to get your Planetary Facts assessed and join us in leading the way toward a healthier planet.

Summary for Trade / Exhibitors

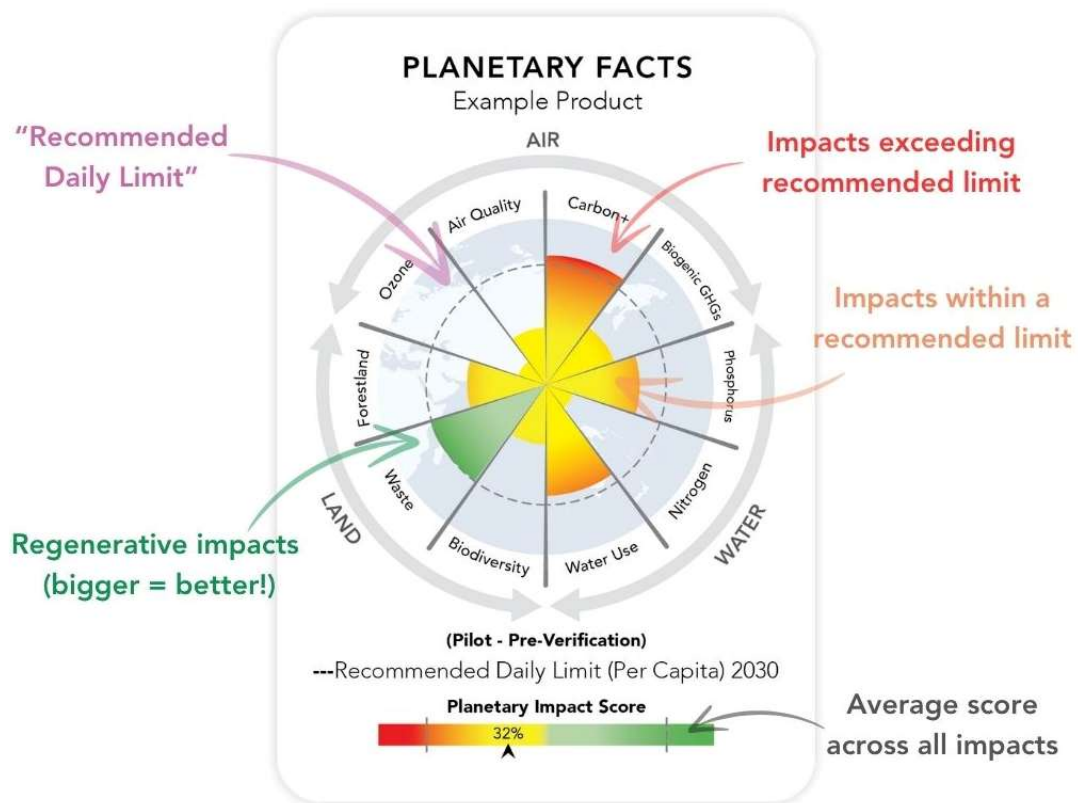
The Wānaka A&P Show is taking a bold step toward sustainability by sharing its Planetary Facts results – a first for any event. Inspired by nutrition labels, Planetary Facts show impacts like carbon, waste, and water use against recommended daily limits for a healthy planet. This helps us understand where we are today and where we need to be – enabling informed decision-making on where to focus our sustainability efforts.



For exhibitors, this is an opportunity to lead the way. Transport and logistics are major contributors to the show's footprint, so planning ahead matters. Carpool with colleagues, choose EV hire vehicles, and source locally where possible to reduce freight distances. While you're here, make your visit efficient by lining up meetings to avoid extra trips later.

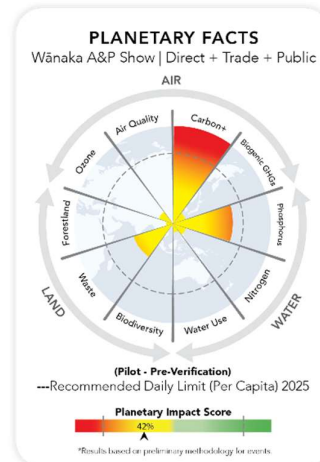
We also encourage suppliers to measure their own impacts beyond carbon. We have secured a 10% discount for our suppliers and exhibitors who sign up to the Planetary Facts initiative (or their membership and training) before the show! Further, the Planetary Accounting Network will support participating suppliers and exhibitors with digital collateral and communications to showcase their environmental leadership at the show.

Ready to take the next step? Visit planetaryaccounting.org to learn more and join us in shaping a more sustainable future for events and trade.



Summary for General Public

The Wānaka A&P Show is proud to share its Planetary Facts results – the first for any event. Inspired by nutrition labels, Planetary Facts show impacts beyond carbon and waste, across nature - against recommended daily limits for a healthy planet. This helps us understand where we are today and where we need to be - enabling informed decision-making on where to focus our sustainability efforts.



Results highlight that travel is one of the biggest contributors to the show's footprint, so your choices matter. If you're staying nearby, consider walking, biking, or using our park-and-ride buses. Coming from further away? Carpool with friends or make it a longer stay to spread the impact of travel over multiple days and enjoy everything Wānaka and the Southern Lakes have to offer.

The Wānaka A&P Show is committed to reducing its direct impacts by increasing park-and-ride options, introducing reusable serve ware, and improving waste management. By working together, we can make events more sustainable without compromising the experience we all love. When purchasing tickets, you'll be asked a few travel questions to help us refine Planetary Facts and identify ways to make the show more sustainable.

Want to go further? The Planetary Accounting Network (PAN) is offering suppliers and exhibitors **10% off the Planetary Facts initiative, PAN's membership, or their training courses.** [Membership](#) gives brands tools and credibility to showcase environmental leadership. [PAN's training options](#) range from a self-service foundational course to an intensive 6-month practical course. Use discount code APSHOW10 at checkout to claim your offer before the show. Visit planetaryaccounting.org to learn more.

