

3 September 2019

19-D-01414

s 9(2)(a)

Office of Sarah Dowie MP

s 9(2)(a) @parliament.govt.nz

Dear s 9(2)(a)

Thank you for your email of 9 July 2019 requesting the following under the Official Information Act 1982 (the Act):

- A copy of any and all information in relation to the decision not to hold the Green Ribbon Awards in 2019.

- Please also include any information on the steps being taken to make the Green Ribbon Awards 'even better' (see <https://www.mfe.govt.nz/more/awards/green-ribbon-awards>).

The Ministry for the Environment has identified seven documents in scope of your request, as listed in the attached table.

By way of background, the Green Ribbon Awards are jointly organised by MfE and DOC. The Awards have run for over 25 years and have remained largely unchanged in that time.

There has been a declining trend in nominations and media coverage, and a decision was made to ensure that the Awards provide a worthwhile return on investment.

Accordingly, the 2018 Awards were cancelled pending a review. Three documents about that decision are in scope of your request and are attached.

MfE and DOC then contracted an independent external consultancy to conduct the review. Four documents around the review are in scope of your request and are attached.

The review concluded that the Awards could be more valuable if they were upgraded, with a new strategic focus and a significant increase in funding.

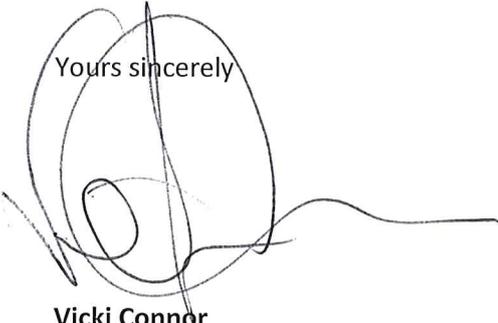
Both agencies are now considering the review findings. A final decision on that is still to be announced.

You have the right to seek an investigation and review by the Office of the Ombudsman of my response to this request, in accordance with section 28(3) of the Act. The relevant details can be found on their website at: [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz).

Please note that due to the public interest in our work, the Ministry for the Environment publishes responses to requests for official information on our website on our OIA responses page shortly after the response has been sent.

If you have any queries about this, please feel free to contact our Executive Relations team.

Yours sincerely

A handwritten signature in black ink, consisting of several loops and a long horizontal tail stroke.

**Vicki Connor**

Director, Communications, Partnerships and Engagement

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the Official Information Act 1982

**List of documents – OIA 19-D-01414**

No.	Date	Content	Decision
1	26 November 2018	Green Ribbon recommendations	Release in full
2	7 February 2019	Auaha Review	Release in full
3	October 2018	Green Ribbons Awards Survey Results	Release in full
4		Green Ribbon Awards- Final report 2017	Release in full
5	26 March 2018	Ministerial weekly update item	Release in full
6	15 March 2018	Green Ribbons email	Release in full
7	15 March 2018	Green Ribbons email – agreement for the proposed approach	Release in full

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# Memo

To: Vicki Connor; Heather Peacocke

File ref:

From: Karen Goldsworthy; Dawn Muir

Date: 26 November 2018

CC: Laurie Edwards

Re: Green Ribbon Awards refresh recommendations

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## **Purpose**

The purpose of this memo is to recommend changes to the joint DoC and MfE Green Ribbon Awards.

The recommendations are at a high level. If accepted, a joint team will develop more detailed implementation plans, for sign-off at Director level in the two agencies.

## **Background**

The Green Ribbon Awards have remained largely unchanged since their inception 28 years ago, which has contributed to a declining trend in nominations and media coverage. Although minor changes in 2017 (such as the use of social media) saw a slight uptake in interest, there remains a view that a fundamental rethink is needed.

So the 2018 Awards were cancelled, pending a review. Stakeholders were informed that 'new and improved' Awards would be back in 2019 (with no specific month mentioned).

Since then discussions have been held with key external organisations and a broader survey undertaken to test the Green Ribbons against stakeholder expectations.

Consideration has also been given to their effectiveness in meeting agency objectives – our 'why'. Those objectives are to:

1. recognise the contributions of outstanding individuals/organisations to our environment
2. provide an effective platform for sharing environmental stories – which inspire others
3. to strengthen and maintain key relationships

The current Awards only partly achieve objective 1 and don't achieve the other objectives.

## High level findings

The external engagement found that while stakeholders were generally happy with the Awards they were clear there is significant room to improve in three key areas:

1. Make the awards more prestigious – as a way to attract more nominations, grow media and public interest and make leveraging an award easier (for organisers and recipients)
2. Make the Awards more 'visible' and high profile – reflecting the rising interest New Zealanders have in environmental matters
3. Make the award categories more 'relevant' – not just the MfE or DoC 'work areas'.

## Suggested changes

Based on these findings and discussions between DoC and MfE staff, the following changes are recommended:

### 1. *Making the Awards more 'prestigious'*

- 'Relaunch' the Green Ribbon Awards – leveraging off the high current public interest in environmental issues, by:
  - positioning the Awards as 'high calibre' prestigious', 'signifying great achievement' etc, and
  - re-branding the awards, with a more modern look and feel, including the website
- Change the Awards event itself to reflect this prestige by:
  - involving high profile 'personalities', e.g. the PM, senior business leaders etc, to present the awards.
  - making the evening more 'glitzy' and less 'homely' – make it fun
  - having fewer categories, that may be harder to win but which are more highly valued

### 2. *Make the Awards more 'visible' and high profile*

- significantly increase the pre- and post-awards 'promotional' activity, to include:
  - significant paid social media elements
  - use of influencers and past winners to build awareness
  - some paid media advertisement of winners
  - a media partner is unlikely (given the recommendation of a journalism award) but media outlets are likely to promote their finalists and winners
- This is a key change, the one most likely to ensure we achieve our objectives.

### 3. Make the categories more 'relevant'

As it currently stands the Green Ribbon Awards have 10 categories: *Protecting our biodiversity, Resilience to climate change, Minimising our waste, Caring for our water, Protecting our coasts and oceans, Business leadership, Community leadership, Leadership in communication and education, Kaitiaki leadership and Philanthropy and partnership*

While these categories may reflect DoC and MfE's current work areas, they haven't been changed for some time and:

- don't recognise that entries often span across 'domains' and applicant type.
- don't help progress our drive into different audience segments (youth, media etc.), and
- don't recognise or reward the behaviours we're looking for – e.g. innovation, collaboration.

Based on the above concerns, the recommended new categories would be:

**Leadership and innovation:** an award for a project that breaks new ground, takes an innovative approach or materially addresses a major problem.

**Collaboration and partnerships:** an award for a project which demonstrates strong collaboration that didn't exist before or a new partnership/approach.

**Science and data:** an award for game-changing research/invention or use of data in addressing an environmental issue. Would include citizen science.

**Kaitiaki leadership:** to reflect the importance of our Treaty partnership with whānau, hapū and iwi and the special place of Te Ao Māori.

**Youth contribution:** an award to recognise and reward a future environmental leader.

**Environmental journalism:** an award for the best environmental story in the media in the last year (independently judged).

**Loder Cup** – DoC's ongoing award

**The Prime Minister's Supreme Award:** Presented by the Prime Minister to the overall winner each year, chosen from the above entries.

Past winners have suggested attaching prize money or a grant to some of the award categories, potentially the youth and journalism awards. This idea is supported, and costed below

#### 4. Other issues

##### Venue

Survey respondents indicated that they are happy with the Parliamentary venue. It does add a certain gravitas to the event, is logistically easy and is in the middle of the country, making travel easier. However, it does not carry any environmental 'relevance', and the benefits (gravitas, convenience etc.) can be achieved in other ways.

So it is recommended that for 2019 the Awards remain in Wellington, but that a new venue is found. Options might include Zealandia or the Botanical Gardens.

However, it does not need to be the same city every year. Many Awards move around the country. So from 2020, we could look to host the Awards in another city, which would help gain greater 'buy-in' and exposure to the Awards around the country.

##### Timing

Timing considerations include:

- not conflicting with DoC's Conservation Week, held in September each year
- if we move to a more 'environmentally relevant' venue, holding it in the summer months would ensure better weather, and
- it can't wait for 2020.

So the next event date would be in late November or early December 2019.

##### Rebranding the Green Ribbon Awards

The current event branding and physical awards do not compete well against the contemporary style of others such as the Blake Leader Awards or NZI Sustainable Business Awards.

Options to rebrand include:

- Agency: Commission a design agency to develop a new brand for the awards. It is estimated that this would cost around \$10,000. This would be the most efficient option.
- Competition: Run a design competition to refresh the brand, targeted at universities and design schools. Would need to offer a prize, perhaps \$2000. This option would engage the community more.

##### Entry process

While the survey suggested that respondents were happy with the entry process there is an opportunity to adopt industry best practice and reformat the entry process to encourage more digital content to be included, which can then be used for promotional activity.

### Judging

There is an opportunity for a more streamlined judging process. It is recommended we 'borrow' an existing process from another event.

### A broader range of presenters

In previous years presenters and speakers have been primarily Ministers and other MPs. It is recommended that from now on a broader range of speakers is used, focusing on those most likely to peak stakeholder and media interest.

The PM would present the Supreme Award, the Minister for the Environment could present the Leadership Award and the Minister of Conservation the Loder Cup, but the other Awards would be presented by high profile non-political guests.

### 5. *Resourcing*

The revamped Awards would require greater resource commitment from both agencies.

It is estimated this would include:

• rebranding and website upgrade	\$20,000 (one off cost)
• x1 FTE for six months	\$50,000 (as per previous years)
• venue hire, catering etc.	\$70 000 (cf \$50k in previous years)
• paid promotional activity	\$50,000 (new cost for media and social media)
• prizes (youth and journalism Awards)	<u>\$10 000</u>
Total	\$200,000 (\$180,000 in future years)

This represents an almost doubling of the investment in the Awards, but will allow both organisations to properly leverage the event, and thereby achieve their objectives. The current \$100k investment does not fully achieve that.

The majority of the increased cost would be incurred in the 2019/20 financial year.

### 6. *Risks*

There are two minor risks associated with these recommendations.

- some projects that previously qualified, by virtue of simply happening within domain, may no longer qualify, and we're criticised for that.
- the additional spending might be criticised, especially the promotional elements

Both of these are low risks and easily addressed through reactive messaging.

## Recommendations

It is recommended that you agree to:

- reposition and re-brand the awards, with a more modern look and feel, including the website
- invest in a significant pre- and post-event promotional campaign, to ensure we fully achieve our objectives
- revamp the categories as above, and agree to fund prizes in the youth and journalism categories
- host the 2019 event in Wellington in November or December, but in an alternative venue to Parliament. And thereafter consider venues outside of Wellington
- revamped entry and judging processes
- a broader range of presenters than previously
- investment and resource commitment as outlined above, ie c\$200,000 per annum

## Next steps

If you agree, we will ask Deputy Secretaries to sign off and then do FYI briefing notes for the respective leadership teams and Ministers.

## Signature/s

Karen Goldsworthy  
Communications Account Manager  
Ministry for the Environment

Dawn Muir  
Product Marketing Lead  
Department of Conservation

**Appendix 1: Full survey results**



GRA\_Survey\_Results  
\_DOC\_Summary.ppt

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# Auaha

CREATE AND INNOVATE

Heather Peacocke  
Department of Conservation

## THE GREEN RIBBON AWARDS

The Green Ribbon Awards are a collaborative project between Ministry for the Environment (MfE) and Department of Conservation (DoC). The Awards have been delivered for the last 28 years, except for 2018, and have remained largely unchanged over that time.

The challenge for the ongoing success of the Green Ribbon Awards (GRA) is to clearly define the purpose of the Awards programme, how the GRA align to the organisational outcomes of each MfE and DoC and how they will further enhance those outcomes.

Auaha have prepared this strategic review report having gathered knowledge from the following:

- Green Ribbon Awards Final Report 2017
- Responses from the survey conducted during the review of the Awards in 2018
- A memo dated 28-Nov-2018 with initial review recommendations
- Facilitation of a three, one-hour workshop with key people from both DoC and MfE.

To begin, the GRA programme must have a clearly defined purpose, target audience and a unique selling point in the market place, where a number of other Award programmes exist. The purpose must also contribute to a long-term vision for the GRA, held by DoC and MfE.

In addition, the GRA must have some clearly defined measures of success to answer the question "what is the return on investment", for both MfE and DoC.

For your consideration, we've summarised our findings, made some recommendations and provided next steps to transforming the Green Ribbon Awards into a well-respected, desirable annual awards programme, not just another event!

*Sandra Julian*

Event Director  
7 February 2019

## PURPOSE

The Green Ribbon Awards will inspire New Zealanders to take action for conservation to benefit the environment that will help restore and enhance the natural environment of our country.

GRA key objectives:

1. Identify and positively profile environmental and conservation causes that are taking action with measurable results
2. Celebrate and tell the stories of conservation and environmental champions
3. Grow a movement that advocates for our natural environment and inspires others to act.

## POSITIONING

The Green Ribbon Awards has existing equity within the community that you can leverage to build momentum for the Awards programme

The Green Ribbon Awards is unique in that it's a programme delivered by government and highlights community led initiatives that compliment government strategy and policy, for the benefit of all New Zealanders.

It is an opportunity for DoC and MfE to identify projects that exemplify best practice and raise the profile of those initiatives to a national stage, to inspire other communities to take action.

The Green Ribbon Awards would be well served if it was positioned as a 'premiere' accomplishment for those projects recognised as achieving extra-ordinary successes for conservation and our natural environment.

Categories for the Green Ribbon Awards need to be clearly crafted around conservation and the enhancement/preservation of our natural environment, so they don't compete with other award programmes that operate in the wider context of environmental sustainability.

In saying that, categories could also be complimentary to other more niche Award events with the ultimate achievement being the supreme/overall winner recognition.

An award programme is also an opportunity to identify projects that could be leveraged to have a greater impact, by a reward package being awarded to winners. This could take an innovative project from small unknown to massive impact countrywide.

Measurable key performance indicators need to be identified for the Awards and an evaluation mechanism implemented over multiple years.

## ENTRANTS

The Green Ribbon Awards will welcome entries from organisations and groups of people. This may include (but not limited to): NGOs, community groups, Iwi and hapu, local and regional council, large corporations and small business, but there is no requisite that the entrant it is an incorporate entity.

There are other opportunities for individuals to be recognised for their contribution to conservation and the environment, so the GRAs is about groups of people delivering a community project/initiative. It is also not for the state sector.

## THE IDEAL ENTRY

Foundations of an entry process are built by first identifying the characteristics of the story a winning entry would tell.

These are the common themes that would be expected a project/initiative to have achieved.

1. Solve a problem. Must have tangible outcomes with solid evidence.
2. Movement/momentum behind the project/initiative that is achieving extraordinary results.
3. Connected to and supported by a community. It can demonstrate benefits across several areas.
4. Influence. Shows what is possible, demonstrates a problem can be solved. Is visionary in its solution.
5. Repeatable, scalable, sustainable (ideally). It is recognised that some problems may be unique and context needs to be considered.
6. Cultural component. NZ's culture is to engage with the outdoors,

Other characteristics/components of an ideal entry that would bring the 'magic', could include:

1. Bold steps Bold action
2. Supports country-wide social change. Inspirational.
3. Evidence based (good science)
4. Principle above ego
5. Long term vision
6. Recognise need for good story telling.

## AWARD CELEBRATION EVENT

For the Awards to be held in the highest regard and as a stand-out achievement, the setting for the celebratory event, where winners are announced, must strategically align to the overall purpose of the event.

The long-term vision is that the GRA become known for their 'prestige' because winners are recognised and acknowledged for the extra-ordinary work they are doing for conservation and the natural environment.

The following elements need to be considered and strategically delivered in line with the vision

1. Venue: A venue that is unique for non-government organisations and therefore a privilege to attend that venue. Possible venues could include the Beehive, Premier House, or Government House. Alternatively, a venue that connects to the outdoors and nature, perhaps an environmentally significant site.
2. Dress code: Semi-formal would place the event in a nice juncture between black-tie and business attire. It would require an effort from everyone, which will create a feeling of 'special occasion'.
3. Look: Clean with a nature theme incorporating colours of greens, blues and white. Have a presence of flora and fauna in the room setting with a touch of pizzazz and formality within a NZ context.
4. Feel: guests feel welcomed with a sense of richness from the people present, gratitude for their attendance, excited for the surprise of being a winner, and fulfilled with the hospitality extended (i.e. food is plentiful).

The Award celebratory event will have guests leaving inspired to take action, talking about how they can continue to make a difference even if they weren't a winner. They will have made new connections and engaged in great conversation that may influence their future work.

## RECOMMENDATIONS

With the information we have to date about the Awards and following the planning session with the agencies, Auaha have the following recommendations:

### 1. Desirability

In addition to the outcomes the joint agencies are looking to achieve by delivering an Awards programme, it must be a desired 'commodity' that would provide winners with an elevated status they can leverage to create a greater impact.

What isn't clear is what would make the Awards desirable for an entrant. What would make the Green Ribbon Awards the most desirable recognition to achieve, above all others?

Our experience tells us that community are looking for ways to leverage their impact, by either addition funds to do more or resource to increase capability. By adding a tangible reward, you would increase desirability. The reward could be for each category or it could be just for the overall winner.

There is only way to find out what is truly valuable, and that is to ask. We would suggest the 'desirability' question is asked of previous entrants, so you get a real sense of how you can add value and evaluate the 'kudos' of the Green Ribbon Awards.

## 2. A journey not just a destination

In our opinion, too many Award programmes are delivered in isolation of the bigger picture. Once the Awards evening is over and a bit of post-event media noise is made, everyone goes back to their own corners of the community and the Awards programme starts all over again. And that is how it gets stuck in 'just another Award cycle'.

This is where the GRAs have an opportunity to make a difference and lead. The Award programme is an opportunity to identify community groups that the agencies could work with over a 12-month period and beyond.

Exactly what that looks like needs to be given more consideration, as it will need funding, but this could include:

- a. Bringing the winners together two or three times over a 12-month period to learn from one another; share best practice and collectively solve problems that are creating barriers to increasing their impact.
- b. Deliver community events (live or online) where the winners share their knowledge with others in the community for peer to peer learning.
- c. Create case studies of all winners. A promotional campaign would accompany the release of the winner case studies. These would be compiled and released one-by-one over a 12-month period. They will also be a great promotional resource when launching nominations each year.

If you just had to choose just one of these to begin with, we would recommend starting with c. case studies.

## 3. Measurement

It is important for both agencies to measure the return on investment in an Awards programme. This should be two-fold.

- a. Short term: this is the simple metrics over a period of 3-5 years; number of entries received; number of entries per category; number of attendees at the awards dinner; geographical spread of entrants; and type of organisation/group entering.
- b. Long term: this is the impact of winners over a longer term. That is, have they been able to increase their conservation activities and create bigger benefits for the natural environment since winning the GRA. This will require an annual evaluation of past winners.

The short-term metrics may increase in the first few years as you position the GRAs as 'desirable' but may plateau at a point. The long-term metric on the other hand will be very hard to see in the first few years, but if the community are supported in their efforts they will have a greater impact with their work.

#### 4. Investment

Investment is the key to making a change and moving the GRAs into a leadership role. If you continue to invest at the same rate you will continue to deliver the same outcomes.

If you wish to take the lead, create a prestigious Award programme that is desirable, that can demonstrate long term return on investment and that increases the ability for community organisations to make an impact for conservation to benefit our natural environment then investment is needed.

- a. Investment in the annual Award event delivery  
A ball park figure for the delivery this element could be between \$200-300k. This could be off-set by sponsorship (money or in-kind).
- b. Investment in activities with the winners following the Award event.

Auaha's area of expertise is the design and delivery of the Award event (a. above), including entry management and judging with a panel of experts, event collateral, invitations and RSVPs and overall delivery of the celebratory evening.

Investment of the activities undertaken with the winners (b. above) could be done in-house at either DoC or MfE. Auaha can assist with initial design of what this might look like and how it would be implemented, but we think the real desire would be for the winners to have a direct relationship with both DoC and MfE.

The adoption of these recommendations will require a complete re-design of the Awards from the ground up, and not simply a tweaking of the existing format.

## NEXT STEPS

1. DoC and MfE agree to position the Green Ribbon Awards as a premier Award Programme that includes an award event and subsequent winner profiling, over a 12-month period.

The first 12 months will be focused on the delivery of the Awards event, while developing the profiling activities, which won't kick-in until after the Awards dinner.

2. Commit to short term and long-term return on investment measurements. Allocation of resource to design the evaluation measures.
3. Agree on the recommendations and commit to the level of investment required to deliver:
  - a. The Award event in the first 12 months.
  - b. The profiling activities and the next Award event in the following 12 months
4. **Re-design** of the full Awards Programme resulting in a project plan and budget for implementation.
5. Allocation of resource for implementation. This could be a combination of internal and outsourced capability.



# Green Ribbon Awards

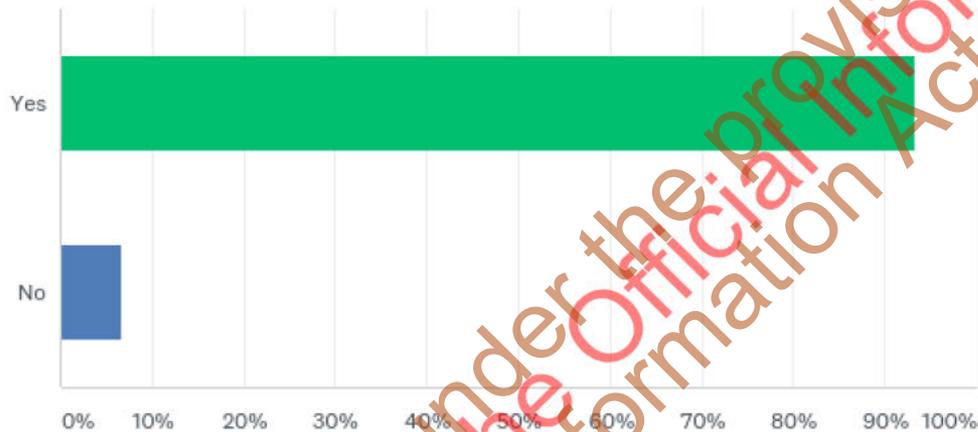
## Survey Results

# Q1: What organisation are you from?

- Project Crimson Trust
- Zealandia
- NZ Landcare Trust
- Pirongia Te Aroaro o Kahu Restoration Society
- Whaingaroa Harbour Care Catchment restoration
- I am independent consultant
- Pew / WWF
- Sustainable Business Council
- Recreation
- Waikato Regional Council
- Sustainable Business Network
- Keep New Zealand Beautiful
- Waikato Regional Council
- Horticulture New Zealand
- Education
- Zealandia
- Individual
- Para Kore
- The Project Crimson Trust/Trees That Count
- NZCA
- NEXT Foundation and associated environmental projects
- The Sustainable Business Network
- Taranaki Mouna Project Limited
- PEPANZ (Petroleum Exploration & Production Association of New Zealand)
- Game Animal Council
- NEXT Foundation
- Zealandia
- WWF-NZ
- WasteMINZ
- NZIER



# Q12: Have you heard of the Green Ribbon Awards?



ANSWER CHOICES	RESPONSES	
Yes	93.33%	28
No	6.67%	2
TOTAL		30

# Q3: Please describe the Green Ribbon Awards as you see them



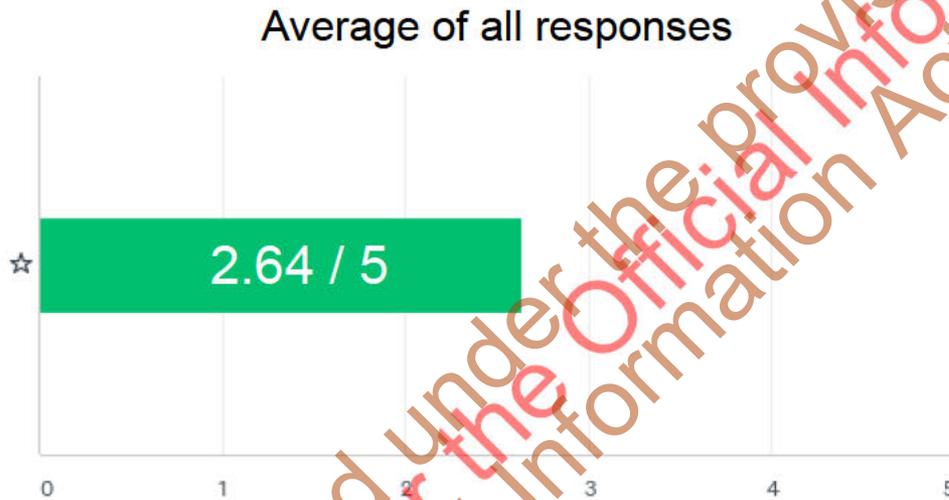
*Word Cloud:*

recognise Aotearoa environment excellence conservation NZ  
community celebration awards opportunity  
environmental organisations recognition make  
contributions

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# Q4: In your view, how widely known are the awards?

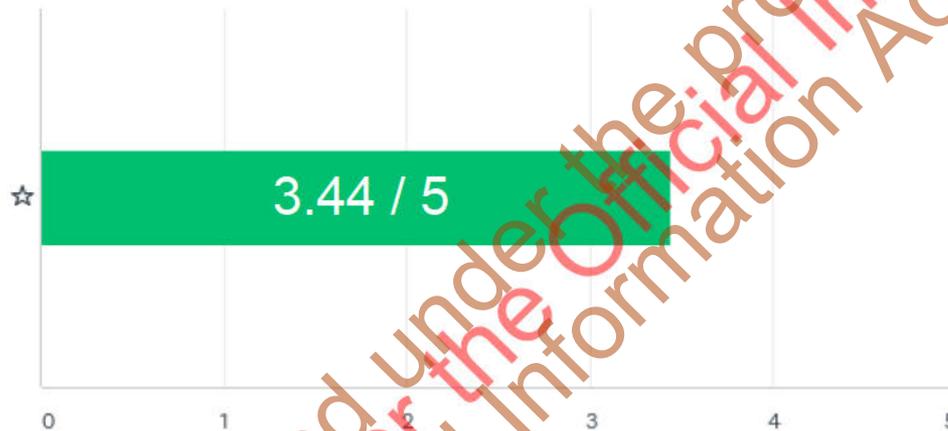


	NOT KNOWN AT ALL	(NO LABEL)	(NO LABEL)	(NO LABEL)	VERY WELL KNOWN	TOTAL	WEIGHTED AVERAGE
☆	4.00%	48.00%	32.00%	12.00%	4.00%	25	2.64
		12	8	3	1		



# Q5: In your view, how valued are the awards by the sector?

Average of all responses



	NOT AT ALL	(NO LABEL)	(NO LABEL)	(NO LABEL)	EXCEPTIONALLY	TOTAL	WEIGHTED AVERAGE
☆	0.00%	20.00%	28.00%	40.00%	12.00%	25	3.44
	0	5	7	10	3		

# Q6: In your view, how beneficial are the awards to your organisation?

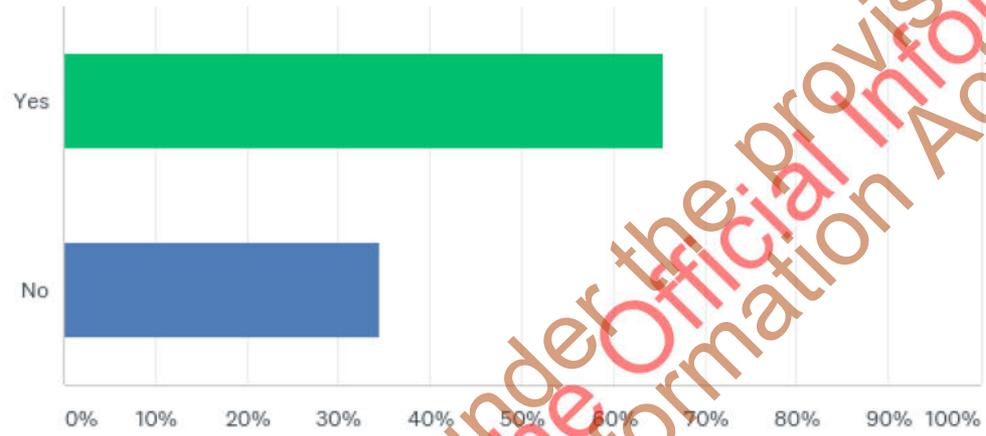


Average of all responses



	NOT AT ALL	(NO LABEL)	(NO LABEL)	(NO LABEL)	EXCEPTIONALLY	TOTAL	WEIGHTED AVERAGE
☆	7.69%	23.08%	26.92%	19.23%	23.08%	26	3.27
	2	6	7	5	6		

# Q7: Has your organisation ever entered the awards?

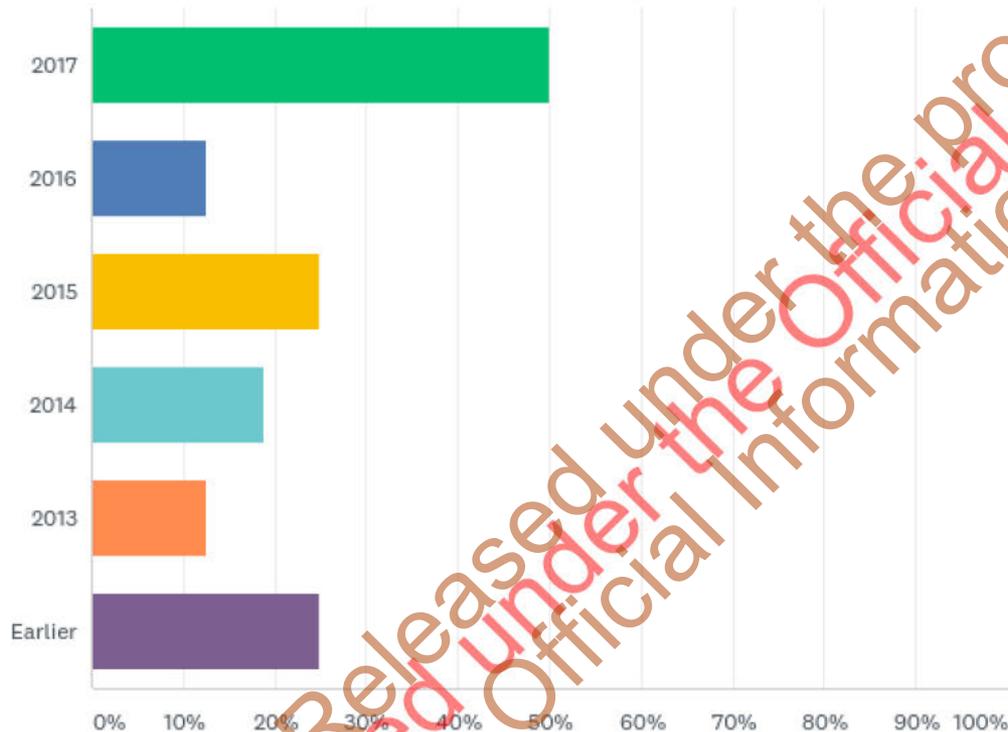


ANSWER CHOICES	RESPONSES
Yes	65.38% 17
No	34.62% 9
TOTAL	26

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# Q8: Which years did your organisation enter?



ANSWER CHOICES	RESPONSES	
2017	50%	8
2016	12.5%	2
2015	25%	4
2014	18.75%	3
2013	12.5%	2
Earlier	25%	4



# Q9: What motivated your organisation to enter?



Word Cloud:

recognition opportunity profile enter recognised

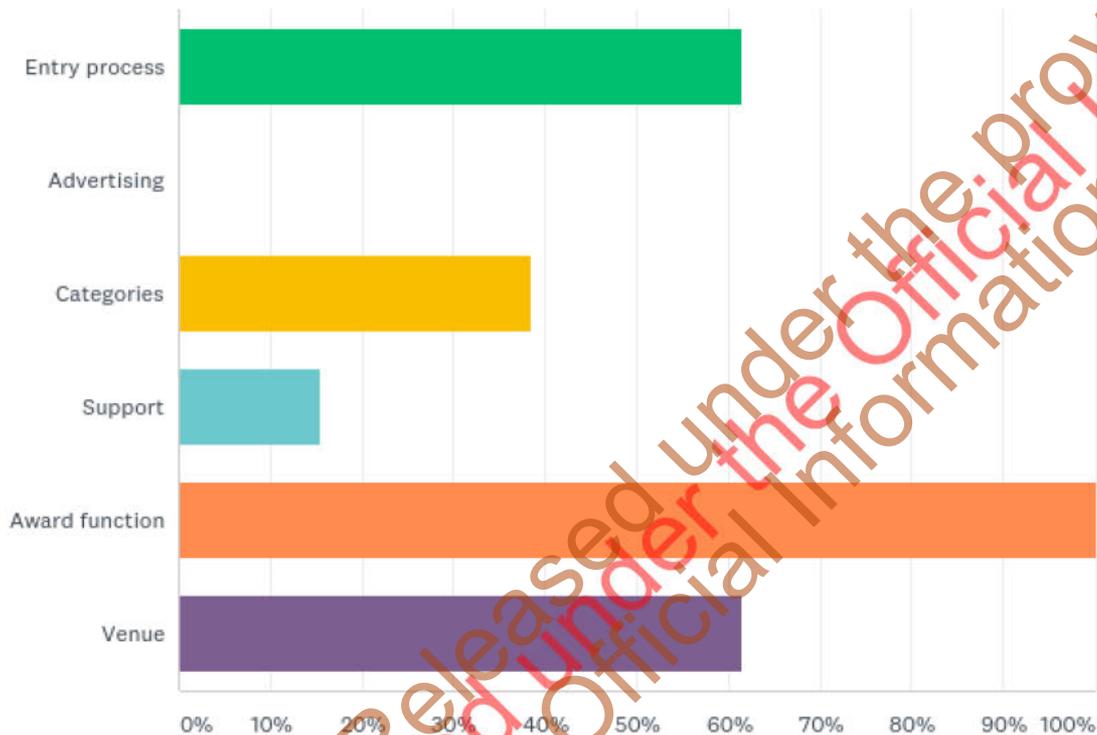
Some comments:

"By and large, we don't enter on our own account. We tend to nominate individuals and groups in our community - they are the real champions and we're keen to showcase their efforts." – **Waikato Regional Council**

"To recognise the work of the team and the partner organisations as well as to profile the project(s) and the cause(s) to a wider audience" – **NEXT Foundation**

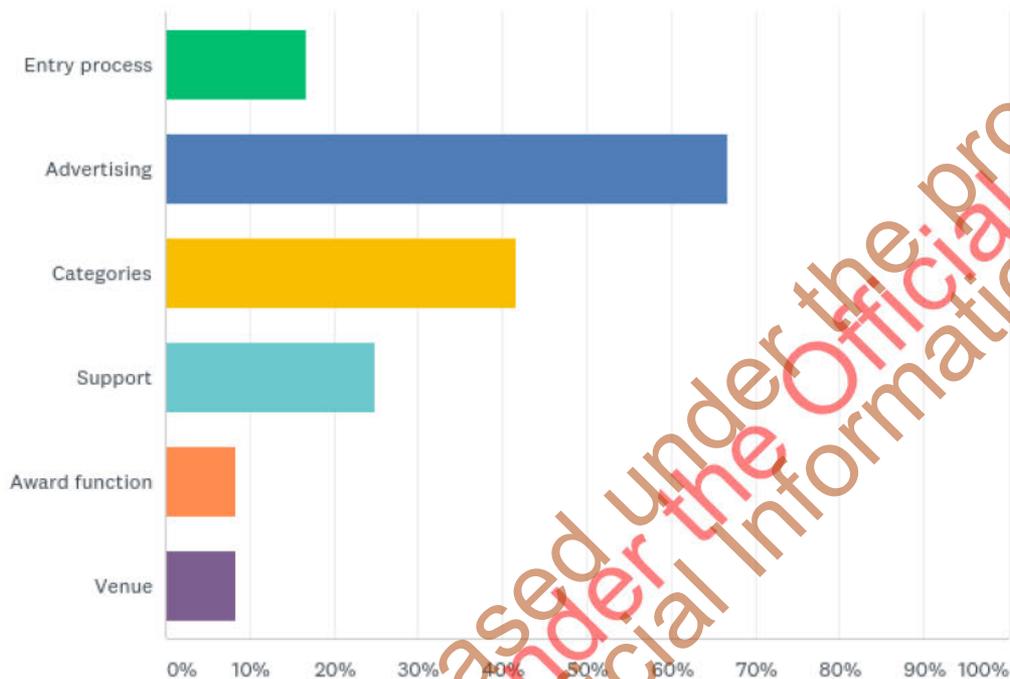
"An opportunity to have our activities recognised and meet like-minded groups" – **Pirongia Te Aroaro o Kahu Restoration Society**

# Q10: In your experience, which aspects of the awards were done well?



ANSWER CHOICES	RESPONSES	
Entry process	61.5%	8
Advertising	0%	0
Categories	38.5%	5
Support	15.38%	2
Award function	100%	13
Venue	61.54%	8

# Q11: In your experience, which aspects of the awards could be improved?



ANSWER CHOICES	PERCENTAGE	RESPONSES
Entry process	16.67%	2
Advertising	66.67%	8
Categories	41.67%	5
Support	25%	3
Award function	8.33%	1
Venue	8.33%	1

## Some comments:

"... it would have been cool to have it on a marae to support a marae" – Para Kore

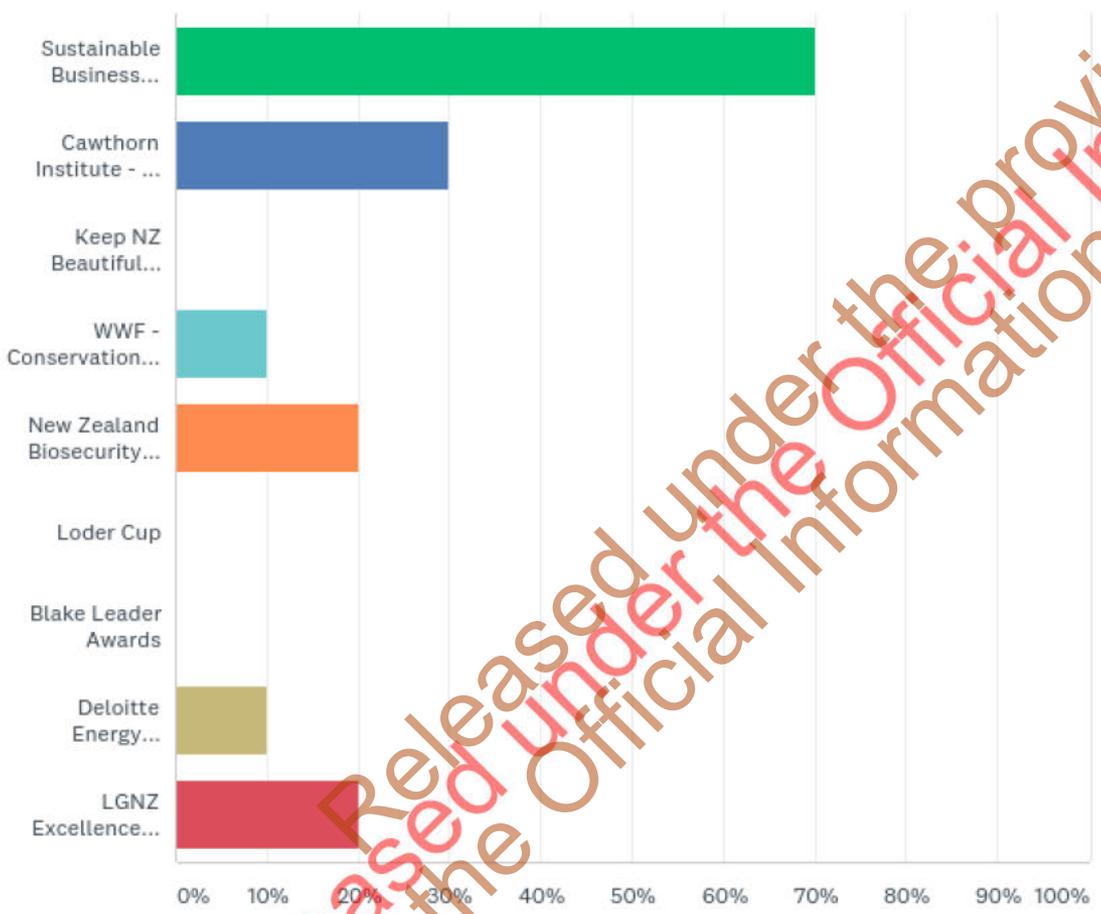
"There appears to be a reluctance to promote traditional businesses who are actively trying to support conservation efforts" – PEPANZ

"Promotion of the opportunity and greater recognition of the importance of the projects being celebrated to the future of New Zealand" –

NEXT Foundation



# Q12: Have you entered any other awards with an environmental focus in the last 5 years?



ANSWER CHOICES	RESPONSES	
Sustainable Business Awards	70%	7
Cawthorn Institute - NZ River Awards	30%	3
Keep NZ Beautiful Awards	0%	0
WWF - Conservation Innovation Awards	10%	1
New Zealand Biosecurity Awards	20%	2
Loder Cup	0%	0
Blake Leader Awards	0%	0
Deloitte Energy Excellence Awards	10%	1
LGNZ Excellence Awards	20%	2

Answered: 10

# Q12a: What was your motivation for entering those awards?



Word Cloud:

work recognition **community**

Some comments:

"Full awareness of Green spaces including bio diversity, community engagement, environmental management, landscape, safe and healthy. Recreation

"To recognize community contribution and get feedback from the judging process on opportunities for improvement" – **Waikato Regional**

"...to demonstrate to the wider community what it is that we are doing. For us it is not about 'gathering trophies' but about growing the movement, about positive creating change." – **Para Kore**

# Q13: Do you have any other comments about the Green Ribbon Awards, in particular how we could make them work harder for environmental outcomes?



## Word Cloud:

recognise outcomes work need awards think conservation winners

## Some comments:

"Attach some prize money that needs to be applied to a particular purpose. For example, the International River Foundation river prizes require the winners to partner with another river initiative and to support that other initiative to become successful.." – **NZ Landcare Trust**

"Advertise them more widely in the conservation arena and perhaps under the DoC umbrella also. Refer to Lou Sansons' monthly newsletter from DoC as an idea of regularly getting the message out to interested parties. Perhaps PredatorFree2050 may also be a suitable avenue to distribute information" – **Pirongia Te Aroaro o Kahu Restoration Society**

"I think awards are useful advocacy tools... Perhaps greater clarity of purpose and stronger communications about outcomes - the networking at the events is always a positive." – **Independent Consultant**

"Maybe it's less about making the awards work harder for environmental outcomes and more about differentiating the awards in an extremely crowded awards market." – **Waikato Regional Council**

"It seems a lot of the finalists have sponsors, so how do those who don't expect to sustain their outcomes? Not just for an award, for the environmental outcomes" – **Education**

"We think they need to go big or go home. They are a wonderful way to pull together conservation groups from across NZ, but we don't think they are recognised enough by the general public (or outside of the conservation sector) to make the time spent to enter worth it." – **The Project Crimson Trust/Trees That Count**

# Green Ribbon Awards Final Report 2017



## Introduction

The 27th annual Green Ribbon Awards was held at Parliament on the 8 June 2017, to recognise outstanding contributions by individuals, communities and organisations to protect and manage New Zealand's environment.

## Objectives

Our objectives can be defined as:

- creating a strong platform to gather and tell environment stories, both ours and others, to a wide audience. These stories will be highly 're-useable'.
- acknowledging, showcasing and sharing environmental 'best practice' and successes
- creating an opportunity to connect with key stakeholders.

To achieve the above we needed to:

- more actively encourage entries from a wider range of sources – and increase the 'benefits' they gain from entering
- rebuild the 'prestige' of the event – through stronger marketing and promotion
- revitalise the actual event on the night – which is currently a reasonable standard'
- find more ways to leverage the stories, post event.

We also need to create stronger benefits/incentive for entrants:

- association with an admired event/award
- an opportunity to raise the public profile of their work – across a range of channels
- organisation and/or product/service endorsement.

## Marketing approach

This year we established a new look Green Ribbon Awards microsite to promote the awards, showcasing last year's winners.

We used a number of tactics to drive people to the site, encouraging them to enter. This included a mixture of DoC and MfE channels such as:

- electronic direct mail to our stakeholders, regional councils and past entrants
- social media Instagram, Facebook and Twitter, Blogs
- intranet articles
- electronic email signatures
- Beehive and regional media releases.

These tactics were successful in driving over 1,300 people to the website and resulted in just under 140 entries. This was a significant increase on previous year at 110 (2016) and 86 (2015).

Using a "story based" approach this year really elevated the quality of entries and generated good useable content.

We also received a good number of entries across each category and there was also a mixture of NGOs, schools and businesses.

Please see Appendix A for promotional results.

## Judging process

Entries were assessed by a panel of judges with environment and conservation expertise, including representatives from the Ministry for the Environment and Department of Conservation. Please see Appendix B for judging criteria.

## Promotions of finalists and winners

We really stepped up our promotions this year through:

- media campaigns – regional/national stories focusing on the stories of the finalists/winners
- social media campaigns - promote finalist/winner stories
- show reel on finalists and winners played at the awards and shared through social media.

The results have been outstanding; at least another 2 000 people have visited the microsite to read about the finalists and winners.

- DoC's social media channels reached 74,956 people and generated 1,470 engagements
- Green Ribbons Facebook reached 14,606 people and generated 262 engagements
- MfE Facebook reached 12,379 people and generated 925 engagements
- 54 positive media articles were generated with a circulation of 679,521
- TVNZ covered the awards on the late news (10.30pm) on TV1.

Please see Appendix C for media promotional results.

## Awards

The awards were well attended. The audience was made up of 80 key stakeholders identified by the Ministers DoC and MfE, and 90 finalists.

Logistically everything ran smoothly and the format of the award night worked well. We received lots of complimentary feedback from guests and finalists.

Both Ministers were pleased with the level of entries, and positive stories shared at the event itself.

## Human resources and budget

Please see budget reconciliation in Appendix D.

MfE and DoC shared the responsibility of organising the judging, updating the Ministers and running the event on the night.

MfE took on the lion share of marketing and communications for this campaign, including establishing the new microsite, updating all the web site content, producing the show reel and script, and writing all of the media releases.

## Enhancements for next year

### Thoughts on refreshed categories

The current categories do not easily capture the individual volunteer efforts. It is also harder for NGOs to compete against businesses, or funded programmes.

Categories simply mirror our internal structure/domains and are not strongly aligned to our strategy. The categories should:

- reflect our strategy and our vision
- encourage a wider range of entries
- be structured in a way that fosters better story telling/sharing.

We suggest six replacement categories:

- Innovation – showcasing innovation.
- Youth – showcasing youth involvement, ‘our future leaders’.
- Collaboration – showcasing the strength of partnering on projects (eg, philanthropists, trusts, local government, industry and volunteers collaborating).
- Te Ao Maori – showcasing Maori stories.
- Walking the talk – action and leadership in projects and work being undertaken.
- Good sorts - individuals who are making a difference.

We also suggest three awards that would be selected by a panel and revealed on the night (ie, not based on entries or nominations):

- Lifetime achievement in Environment
- Lifetime achievement in Conservation (Loder Cup).
- Best environment media story – as a way of highlighting excellence in environmental journalism (which we want to encourage).

### Thoughts on judging

It would be advantageous to add an external judge into the panel mix, to gain an external point of view, especially in the leadership categories.

The level of entries received was almost 1/3 more than the previous years and with more effective marketing this should continue to increase. We therefore should review the process that entries are judged to ensure we have adequate time and resources in place.

Currently, each judge individually reviews their category entries. They then come together as a panel to moderate over their highest ranked entries and recommend finalists and winners. Summaries are produced and are given to the Supreme Winner panel to read alongside the recommended finalist and winner entries.

I recommend introducing another step here, where after reading through this material the Supreme Winner Judges have the opportunity to run a Q&A session with each judging panel.

## Thoughts on timing

There are three critical time windows to consider for the Green Ribbon Awards 2018 campaign:

- revised categories and judging process should be completed before Christmas
- a six week window needs to be made for promotion of entries
- a four week window needs to be made for judging and writing up promotional stories

We should therefore start the campaign in the first weeks back in January for a June event.

## Thoughts on media

We significantly increased our media presence through national and local press this year. To further elevate this, we should look at what angles are required to leverage us into radio and TV interviews.

We should also look at gathering video content from finalists to create highly visual social media and web posts to promote through:

- Green Ribbons, Mfe, DoC social media and web  
finalists social media and web
- other channels such as TePapa TV, Maori TV, Enviroschools etc.

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# Appendix A

## Green Ribbon Awards promotion for entries

Electronic Direct Mail	Reach	Engagement
MfE stakeholders and local councils	1,515	877 opened (59%)
DoC commercial partners	11	
Nature Space	42,862	

Social Media	Reach	Engagement
Green Ribbons Facebook	14,056	574
MfE Facebook	14,167	417
Wildside Facebook	6,181	143
MfE Twitter	661	11
DoC Twitter	1,420	100
DoC Instagram	39,700	651
DoC Linked In	1752	29
DoC CEO Blog	100	
DoC Conservation Blog	76	12

Other	Reach
MfE intranet story and CE blog	350
DoC intranet story	3,000
Email Signatures	MfE Staff and DoC Rangers

Media	Reach
Beehive Release	National
Regional Releases	20 articles – 367,125 circulation

Website Unique Visits	Reach
Referrals	381
Electronic direct mail	737
Social media	182
Organic	25
Total	1,325

Entries by Category	Number
Protecting our biodiversity	29
Resilience to climate change	7
Minimising our waste	24
Caring for our water	12
Protecting our coasts and oceans	5
Business leadership	16
Community leadership	14
Leadership in communication and education	19
Kaitiaki leadership	3
Philanthropy and partnership	6
Total	135

Released under the Official Information Act 1982

# Appendix B

## Judging criteria

The entries were assessed on the criteria below.

### Tell us your story

**Set the scene.** What was the driving force for this project? What was the aim? What environmental issue/s or opportunities did you set out to impact? What were the biggest challenges?

**What did you do?** Tell us about the project - what did it involve? Who was part of it? When and where did the action happen? How did you overcome challenges? Bring it to life for us!

**What happened as a result?** How did your project impact the environment? Were there any wider benefits, eg, for your community? Provide measurable outcomes if possible; also tell us about the outcomes that can't be put into numbers

What are you planning to do next? Is this project part of a wider strategy or initiative?

### More of the really good stuff

**Innovation:** Was the project based on a new idea or innovation, either in New Zealand or the world?

**Education:** Did the project raise awareness or educate others about environmental issues?

**Collaboration:** Did the project involve others beyond your organisation? Did you have any partners on the project? How did you work together?

**Funding:** Was the project supported by any external funding sources? External funding could be from the Government or charitable donations.

**Lifespan:** Are the outcomes of the project short or long term? Will the person/group/organisation continue this project indefinitely, or will it end at some point (if not already)?

# Appendix c

## Finalist media releases

### Beehive

All finalists announced

### Northland

Sustainable School Nursery - Dargaville (Leadership in communication and education)  
Lake Waiporohita Restoration - Northland (Kaitiaki leadership)

### Auckland

Webstar (Minimising our waste)

### Waikato

Xtreme Zero Waste (Minimising our waste)  
Whaingaroa Harbour Care (Protecting coasts and oceans)  
Returning long lost kokako to Mt Pirongia (Biodiversity)  
Discover Waitomo: A Holistic Approach to Water in a World of Wonder (Caring for our water)

### New Plymouth

South Taranaki Underwater Club (Protecting coasts and oceans)  
Moana NZ and Sanford Ltd (Protecting coasts and oceans)  
Taranaki Mouna Project Ltd (Philanthropy and partnerships)

### Gisborne

Native Fish Spawning: Area Identification and Community Restoration (Biodiversity)  
Wharekopae Water Quality Improvement (Caring for our water)

### Hawkes Bay

Whangawehi Catchment Restoration Project (Caring for our water)

### Wellington

Rimutaka Prison / Department of Corrections (Minimising our waste)  
Sustainability Trust (Resilience to climate change)  
The Polhill Project (Community leadership)  
Zealandia (Leadership in communication and education))

### Nelson

Port Nelson Limited (Resilience to climate change)  
Nelson Mail's Wasp Wipeout (Business leadership)

### Canterbury

Wildside - Banks Peninsula (Community leadership)

### Otago

Te Kakano Aotearoa Trust - Wanaka (Community leadership)

### Southland

Halfmoon Bay Habitat Restoration Project (Biodiversity)

## Business Release

Countdown  
Air New Zealand  
Web Star  
NZ Post

## Media calls were made to

NBR, Fairfax, RNZ, Dom business desk, Sustainable Business Council and Sustainable Business Network/Maori TV, Mana magazine and Te Manukorihi at RNZ, Seven Sharp, The Project, Checkpoint, Morning Report and Nine to Noon

## Winner media releases

A national media release was sent to:

- Beehive
- RNZ
- Dom Post
- Nz Herald
- Maori TV
- Hawke's Bay today

We sent individual/tailored emails on local winners to media in Nelson, Northland, Taranaki, Waikato, Wellington and Canterbury.

## Media coverage

### CHASING THE IDEAL CAUSE

NZ Business, New Zealand, General News, Glenn Baker 01 Jul 2017

#### Audience

7,686 CIRCULATION

### Smarter, cleaner... winner

New Zealand Truck & Driver, New Zealand, General News 01 Jul 2017

#### Audience

13,147 CIRCULATION

### Successful planting day

Wairoa Star, Wairoa East Coast, General News 27 Jun 2017

#### Audience

3,000 CIRCULATION

### Port Nelson wins resilience award

New Zealand Shipping Gazette, New Zealand, General News 24 Jun 2017

#### Audience

3,500 CIRCULATION

### Kokako to sing again on Pirongia

Te Awamutu Courier, Te Awamutu King Country, General News, Bethany Rolston 22 Jun 2017

#### Audience

14,026 CIRCULATION

**Award for restoring lake**

The Bay Chronicle, Kerikeri, General News 22 Jun 2017

**Audience**

14,302 CIRCULATION

**Lake Waiporohita group thrilled with award**

Northern News, Kaikohe, General News 21 Jun 2017

**Audience**

15,666 CIRCULATION

**Finding food in rubbish bins in bid to reduce waste**

Timaru Herald, Timaru Canterbury, General News, Esther Ashby-Coventry 21 Jun 2017

**Audience**

9,852 CIRCULATION

**Kokako return to Mt Pirongia**

Waikato Times, Hamilton Waikato, General News, Caitlin Moorby 21 Jun 2017

**Audience**

20,939 CIRCULATION

**Port Nelson gets another national nod**

Nelson Mail, Nelson, General News, Tim O'Connell 21 Jun 2017

**Audience**

9,698 CIRCULATION

**Polhill and Zealandia bring back Wellington's wild backyard**

Independent Herald, Wellington - Northern Suburbs, General News 21 Jun 2017

**Audience**

23,969 CIRCULATION

**OUR PLACE**

Wairoa Star, Wairoa East Coast, General News 20 Jun 2017

**Audience**

3,000 CIRCULATION

**It's all about respect**

Northland Age, Kaitiaki, General News, Peter Jackson 20 Jun 2017

**Audience**

3,732 CIRCULATION

**Green ribbon award for Wildside project**

Akaroa Mail, Akaroa, General News 16 Jun 2017

**Audience**

8,000 CIRCULATION

**Green Ribbon Awards and new waste minimisation project**

Raglan Chronicle, Raglan, General News 15 Jun 2017

**Audience**

3,000 CIRCULATION

**Working Together Hats off to Ngati Kahu**

Northland Age, Kaitiaki, General News, Cr Mike Finlayson 15 Jun 2017

**Audience**

3,732 CIRCULATION

**Project swims to national success**

Taranaki Star, Taranaki, General News 15 Jun 2017

**Audience**

15,421 CIRCULATION

**Award for Taranaki project**

Taranaki Star, Taranaki, General News, Jane Matthews 15 Jun 2017

**Audience**

15,421 CIRCULATION

**Leadership award**

Northern Advocate, Whangarei Northland, General News 15 Jun 2017

**Audience**

11,292 CIRCULATION

**Award for conservation**

Bay Harbour News, Christchurch, General News 14 Jun 2017

**Audience**

9,670 CIRCULATION

**Lake Waiporohita project is a winner**

Northland Age, Kaitaia, General News 13 Jun 2017

**Audience**

3,732 CIRCULATION

**Mahia water project a winner**

Wairoa Star, Wairoa East Coast, General News 13 Jun 2017

**Audience**

3,000 CIRCULATION

**Green Ribbon success for farmer initiatives**

Te Awamutu Courier, Te Awamutu King Country, Supplements 13 Jun 2017

**Audience**

14,026 CIRCULATION

**National award**

Te Awamutu Courier, Te Awamutu King Country, General News 13 Jun 2017

**Audience**

14,026 CIRCULATION

**Interview with Taranaki Maongas Jamie Tuuta. Taranaki Maonga, which is collaboration ...**

Waatea , Auckland, Paakiwaha, Dale Husband 12 Jun 2017 10:32 AM

**Audience**

800 ALL, 400 MALE 16+, 400 FEMALE 16+

**Award for green scheme**

Taranaki Daily News, New Plymouth Taranaki, General News 12 Jun 2017

**Audience**

15,204 CIRCULATION

**Rural sector leaders honoured**

NZ Farmer, New Zealand, General News, Gerard Hutching 12 Jun 2017

**Audience**

75,877 CIRCULATION

**Reef project wins a Green Ribbon**

Wanganui Chronicle, Wanganui, General News, Zaryd Wilson 10 Jun 2017

**Audience**

8,788 CIRCULATION

**Nelson port initiative features in enviro awards**

New Zealand Shipping Gazette, New Zealand, General News 10 Jun 2017

**Audience**

3,500 CIRCULATION

**Supreme award delights leaders**

Hawke's Bay Weekend, Hawke's Bay, General News 10 Jun 2017

**Audience**

21,000 CIRCULATION

**Regular Segment: Critter of the Week with Nicola Toki, Threatened Ambassador ...**

Radio NZ - National, Wellington, Afternoons, JESSE MULLIGAN 09 Jun 2017 3:26 PM

**Audience**

N/A ALL, N/A MALE 16+, N/A FEMALE 16+

**Also broadcast from the following 2 stations**

Radio NZ - National (Christchurch), Radio NZ - National (Auckland)

**Mahia group wins award**

Hawke's Bay Today, Hawke's Bay, General News 09 Jun 2017

**Audience**

21,000 CIRCULATION

**Port Nelson claims environmental award**

Nelson Mail, Nelson, General News, Hannah Bartlett 09 Jun 2017

**Audience**

9,698 CIRCULATION

**Mahia water project the winner**

Gisborne Herald, Gisborne, General News, Michael Neilson 09 Jun 2017

**Audience**

5,904 CIRCULATION

**The Green Ribbon Awards features a list of finalists who made outstanding contributions ...**

Maori TV, Wellington, Te Kaea, Piripi Taylor 08 Jun 2017 6:39 PM

**Audience**

900 ALL, 400 MALE 16+, 400 FEMALE 16+

**Our heroes**

Te Awamutu Courier, Te Awamutu King Country, General News, Dean Taylor 08 Jun 2017

**Audience**

14,026 CIRCULATION

**River re-formation team in awards finals**

Hawke's Bay Today, Hawke's Bay, General News 08 Jun 2017

**Audience**

21,000 CIRCULATION

**Whangawehi project in the running for green award**

Wairoa Star, Wairoa East Coast, General News 08 Jun 2017

**Audience**

3,000 CIRCULATION

**'Amazing' reef project up for award**

Wanganui Chronicle, Wanganui, General News, Staff 06 Jun 2017

**Audience**

8,788 CIRCULATION

**Keeping the glowworms glimmering**

Waikato Times, Hamilton Waikato, General News, Caitlin Moorby 06 Jun 2017

**Audience**

20,939 CIRCULATION

**Port Nelson up for Green Ribbon award**

Nelson Weekly, Nelson, General News 06 Jun 2017

**Audience**

20,000 CIRCULATION

**Projects in finals**

Taranaki Daily News, New Plymouth Taranaki, General News 03 Jun 2017

**Audience**

31,000 CIRCULATION

**Trappers workshop well attended**

Akaroa Mail, Akaroa, General News, Alison Evans 02 Jun 2017

**Audience**

8,000 CIRCULATION

**Environment award finalist**

Southland Times, Southland, General News 01 Jun 2017

**Audience**

22,183 CIRCULATION

**Raglan organisations up for awards**

Raglan Chronicle, Raglan, General News 01 Jun 2017

**Audience**

3,000 CIRCULATION

**Ngati Kahu a finalist**

Northland Age, Kaitaia, General News 01 Jun 2017

**Audience**

3,732 CIRCULATION

**Mounga project in finals**

Taranaki Star, Taranaki, General News 01 Jun 2017

**Audience**

15,421 CIRCULATION

**Good stuff**

Good, New Zealand, General News 01 Jun 2017

**Audience**

10,595 CIRCULATION

**TE KAKANO TRUST**

The Mirror (Queenstown, Central Otago & Wanaka), Central Otago, Regional Changes 31 May 2017

**Audience**

24,920 CIRCULATION

**More Mail accolades**

Nelson Mail, Nelson, General News 31 May 2017

**Audience**

10,598 CIRCULATION

**Three projects in awards finals**

Gisborne Herald, Gisborne, General News, Michael Neilson 31 May 2017

**Audience**

5,904 CIRCULATION

**Plan for native plant education area**

Otago Daily Times, Dunedin, General News, Kerrie Waterworth 30 May 2017

**Audience**

33,483 CIRCULATION

**An ocean of opportunity**

Wanganui Chronicle, Wanganui, General News, Chester Borrows 26 May 2017

**Audience**

9,424 CIRCULATION

**Te Kakano on national stage**

Wanaka Sun, Wanaka - South Island, General News 25 May 2017

**Audience**

7,000 CIRCULATION

**Drayton Reserve volunteers up for award**

Bay Harbour News, Christchurch, General News, Caitlin Miles 17 May 2017

**Audience**

10,056 CIRCULATION

**Nominate a conservation project**

Blenheim Sun, Blenheim, General News 05 May 2017

**Audience**

18,535 CIRCULATION

**Manawatu environment work recognised**

Manawatu Standard, Palmerston North Manawatu, General News 04 May 2017

**Audience**

10,075 CIRCULATION

**Green Ribbon Awards**

Horowhenua Chronicle, Horowhenua/Kapiti, General News 03 May 2017

**Audience**

15,745 CIRCULATION

**Entries sought for top awards**

Gisborne Herald, Gisborne, General News 02 May 2017

**Audience**

6,096 CIRCULATION

**Enter Green Ribbon awards**

Kapiti News, Kapiti, General News 26 Apr 2017

**Audience**

25,348 CIRCULATION

**Award nominations open**

South and Express, Southland/Invercargill, General News 20 Apr 2017

**Audience**

35,028 CIRCULATION

**GREEN AWARDS**

Whangarei Leader, Whangarei Northland, General News 19 Apr 2017

**Audience**

33,769 CIRCULATION

**Entries called for**

Wanganui Chronicle, Wanganui, General News 19 Apr 2017

**Audience**

9,424 CIRCULATION

**Awards for Green people**

Ruapehu Bulletin, King Country Ohakune, General News 18 Apr 2017

**Audience**

4,147 CIRCULATION

**Green ribbon awards now open for entries**

Waitomo News, Waitomo, General News 13 Apr 2017

**Audience**

7,500 CIRCULATION

**Green ribbon awards open**

Opunake & Coastal News, Opunake Taranaki, General News 13 Apr 2017

**Audience**

8,818 CIRCULATION

**Keeping NZ green award**

Taupo Times, Taupo King Country, General News 11 Apr 2017

**Audience**

27,386 CIRCULATION

**Nominations open for Green Ribbon**

Northland Age, Kaitaia, General News 11 Apr 2017

**Audience**

4,051 CIRCULATION

**ENVIRONMENT AWARDS**

Central Leader, Auckland, General News 07 Apr 2017

**Audience**

60,204 CIRCULATION

**ENVIRONMENT AWARDS**

East & Bays Courier, Auckland, General News 07 Apr 2017

**Audience**

50,072 CIRCULATION

**Green Ribbon Awards**

Wairarapa Times Age, Wairarapa, General News 07 Apr 2017

**Audience**

5,875 CIRCULATION

**Green Ribbon awards open**

Southland Times, Southland, General News 05 Apr 2017

**Audience**

22,183 CIRCULATION

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**Green heroes awards**

Whakatane Beacon, Whakatane Bay of Plenty, General News 04 Apr 2017

**Audience**

6,813 CIRCULATION

**Environmental award entries sought**

**Audience**

6,000 CIRCULATION

## Appendix D

<b>Green Ribbon Awards Budget Y/E June 2017</b>			
	<b>Actual</b>	<b>Mfe Actual</b>	<b>DoC Actual</b>
	<b>Excl Gst</b>	<b>Excl GST</b>	<b>Excl GST</b>
<b>Marketing</b>			
Digital campaign (electronic direct mail, Facebook. Web banners etc)	5,185	5,185	
Website landing page and entry portal, e-advertising	4,565	4,565	
E-advertising	255	255	
<b>Event Collateral</b>			
Design certificates, seating plan, menu/award summary	2,080	2,080	
Printing certificates, menu/summary and seating plan	886	886	
Trophies	3,285		3,285
Lapel pins	605		605
Show reel	6,980		6,980
<b>Event</b>			
AV and Lighting	11,332		11,332
Linen, bar leaners, table tops, chair covers	4,270		4,270
Food @ \$85 per person (170 pax)	15,002		15,002
Beverage	4,220		4,220
Photography	830		830
Ticket Sales	-	-	
	1,924	1,924	
<b>Finalist Management</b>			
Flights, Accommodation and Transport	4,794	4,794	
<b>Project Management</b>			
Contractor approx. 20 hours week 20 Feb to 30 June	42,735	42,735	
<b>Total</b>	<b>105,100</b>	<b>58,576</b>	<b>46,524</b>

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the Official Information Act 1982

## 2. Actions and decisions

### 2.1. Proposal to review the Green Ribbon Awards

We are seeking agreement to postpone the 2018 Green Ribbon Awards, so we can do a thorough review of how effective they are, and make sure they line up with Government priorities and offer value for money.

We jointly run the Green Ribbon Awards with the Department of Conservation. They have been going for 25 years and recognise outstanding contributions made by individuals, communities, and organisations to protect and manage New Zealand's environment.

The Awards receive a reasonable number of entries (an average of about 110 a year) but some categories struggle to get enough, credible entries. The Awards are well regarded by some sectors, particularly community groups. They receive a limited amount of media coverage.

Historically, finalists have been invited to a formal dinner on a date near World Environment Day in June held at the Banquet Hall in Parliament Buildings, where the winners are announced. The format hasn't changed for a long time and they follow a very traditional model. Both organisations feel that more could be done to leverage our investment, reach larger and more diverse audiences, and offer greater recognition to those committed to environmental change.

Awards are typically quite resource intensive. The Green Ribbons cost \$100,000 to run and approximately 4 FTE for a period of about five months (excluding time for the judging panel).

We are therefore jointly proposing (with DoC) to postpone the 2018 Awards while we undertake a thorough review, with a view to developing a proposal for a new and improved version in 2019. We would communicate this timeframe to all past winners and entrants to manage expectations.

An alternative option would be to run the Awards later this year, potentially in conjunction with Conservation Week in September. Under this scenario we would not run a thorough review and we would run them along the same lines as the current format.

We will continue to promote inspiring stories of communities and businesses taking action for conservation and the environment through our social media and web channels

*Do you agree to postpone the Green Ribbons Awards for 2018 while we work to review for 2019?*

**Yes/No**

**From:** [Shaun Lewis](#)  
**To:** [Neil Hurley](#)  
**Cc:** [Vicki Connor](#); [Directors Team](#); [Lisa Hipperson](#); [Laurie Edwards](#)  
**Subject:** Re: Green Ribbons  
**Date:** Thursday, 15 March 2018 7:15:04 AM

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Likewise supportive of the approach. And James is over the line with it as well? Given past involvement as a recipient.

Shaun

Sent from my phone. Please excuse brevity.

On 15/03/2018, at 6:40 AM, Neil Hurley <[Neil.Hurley@mfe.govt.nz](mailto:Neil.Hurley@mfe.govt.nz)> wrote:

I don't see any issue with not running the Green Ribbons.

Do we have any sense of whether Ministers Parker, Shaw or Sage are fans of the awards?

Neil

On 14/03/2018, at 19:34, Vicki Connor <[Vicki.Connor@mfe.govt.nz](mailto:Vicki.Connor@mfe.govt.nz)> wrote:

Hi all,

I am proposing that we don't run the Green Ribbons this year for a number of reasons, including - its has equity but we could leverage it better, we've been wanting to do it differently for a while - a new government gives us a chance to properly review, we can align it better to our current priorities, we can make it a stronger proposition for business, we can leverage regionally, do more for environmental education, a Prime Ministers Award for climate change action.....etc etc.

Given the resourcing pressure we are under, I am proposing that we take time to do a thorough review, skip a year and come back with a new proposition in 2019.

I have been working with DoC on this idea and they are open to it.

I need to write up a quick proposal on this, get DoC agreement and get Ministerial sign off.

I just wanted to check that none of you have any concerns with this approach that I need to be aware of.

I shall take silence as 'no issue'

: -)

Cheers

Vicki

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the Official Information Act 1982

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**From:** James Walker  
**Sent:** Thursday, 15 March 2018 2:09 PM  
**To:** Vicki Connor  
**Cc:** Cat Wilson; Nick Stocker; Laurie Edwards  
**Subject:** Re: Green Ribbons - agreement for the proposed approach

Fine thanks

Sent from my iPhone

On 15/03/2018, at 12:44 PM, Vicki Connor <[Vicki.Connor@mfe.govt.nz](mailto:Vicki.Connor@mfe.govt.nz)> wrote:

Hey James,

I meet with DoC about the Green Ribbons. As discussed, we are making a recommendation to postpone for a year. Rationale is below. Can you approve the direction so I can take to Ministers. DoC is doing the same.

### Background

The Ministry for the Environment and the Department of Conservation jointly run the Green Ribbon Awards. These awards have been running for 25 years and recognise outstanding contributions made by individuals, communities, and organisations to protect and manage New Zealand's environment.

The Awards receive a reasonable number of entries (approximately 100 last year), but numbers have declined over the years and some categories struggle to get enough, credible entries. The Awards are well regarded by some sectors, particularly community groups. They receive a limited amount of media coverage.

Historically, finalists have been invited to a formal dinner on a date near World Environment Day in June held at the Banquet Hall in Parliament Buildings where the winners are announced. The Awards cost \$100,000 to run and approximately 3.5 FTE for a period of about 4 months (excluding time for the judging panel).

The format hasn't changed for a long time and they follow a very traditional model. Both organisations feel that more could be done to leverage our investment and to make sure the Awards represent value for money, achieve the desired outcomes and are aligned to current Government priorities.

We are therefore proposing to review our previous activity, considering (among other things):

How we best align the Awards to current government priorities including:

- actions around climate change
- actions to protect our biodiversity
- actions to move to a circular economy and reduce waste
- actions to improve water quality
- examples of innovation in urban design

How we leverage the Awards with key target audiences, including:

- Young people
- Maori/iwi/hapu
- Business

- Schools
- Agricultural sector
- Urbanites

How we keep a focus on inspiring further action, including:

- Ways to leverage greater awareness and engagement
- Options for stronger national and stronger regional coverage

How we ensure value for money, including:

- Reviewing the format (currently a sit down dinner at Parliament )
- Reviewing the channels – more digital, less print

*Ideas.....what if we .....?*

*Had a Prime Minister's Award for Climate Change action,  
Held regional workshops where we bring together winners, finalists, and the local community to workshop lessons learnt, gaps and opportunities – outcome is one more commitment from each region*

*Crowdsourced entry nominations*

*Encouraged video entries we could post on social media – get people to vote on?*

### **Proposed next steps**

Given this scope, we would like to time to do a proper review. Given that MfE resources have been reallocated to government priorities, and the size of the communications and engagement work in climate, Environment Reporting and waste are significant, we do not have the capacity to run the Awards this year, or to do the review justice at this point in time. We are therefore suggesting that we do not run the Green Ribbons this year (2018), we take the time to revamp with a view to running a new and improved version in 2019. We would communicate this timeframe with all past winners and entrants to manage expectations.

We have discussed this approach with DoC and they are generally supportive. We both agree that doing it in June is not an option. DoC would be open to doing it in September in conjunction with Conservation Week, however this does not allow for a thorough review to take place – we would need to start work now given the lead in times. Under this scenario, the lead would need to sit with DoC, rather than MfE.

I would like to go ahead and put our recommendations to Ministers next week.

### **Actions sought**

Please can you approve (or not) this approach, advise if I need to consult with any of your ELT colleagues.

**Vicki Connor – Director, Communications and Engagement**

Ministry for the Environment – Manatū Mō Te Taiao

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