



KEA Green Initiatives

KEA Campers believes in being a sustainable and environmentally-responsible company. Our strategy is to be leading the industry in this area:

- To run the most environmentally-friendly motor homes, campervans, and operations in the market.
- To encourage our customers to behave in a way that leaves the environment cleaner than when they arrived – and facilitate this behaviour.
- To empower our staff to embrace environmentally friendly practises in both their personal and working lives.
- To influence our business partners to adopt environmentally-friendly practises.

Since our inception 15 years ago, KEA has always been at the forefront of good environmental practice with self-containment initiatives in the fleet and the early use of solar panels. In 2006 we identified the importance of this issue and have worked hard to measure and improve our operations from an environmental point of view. Our position of “best in category” has also been a driving force to be a leader for sustainable environmental practises.

Our achievements to date include:

1. **Qualmark Enviro Gold rating** – first and only campervan and motorhome company in NZ to have this certification
2. **Fully self-contained campervans and motorhomes** – in accordance with the Campervan and Motorhome Club of Australia (CMCA)’s Leave No Trace scheme, and the New Zealand Motorhome and Caravan Association (NZMCA) for our shower and toilet models
3. **Dump Station sponsorship** – sponsorship of the CMCA dump station programme since 2004, and the NZMCA dump station programme since 2002, to encourage responsible camping and help protect the environment
4. **Euro 4 turbo-diesel vehicles** – our entire fleet is manufactured with these diesel vehicles which are considerably more efficient than petrol, with a maximum age of 30 months
5. **Solar panels** – in all motorhomes and campervans to reduce electricity used by the solar panels charging the in-house batteries
6. **Water filters** – featured in all motorhomes and campervans to reduce the need for purchasing bottled water (estimated to save at least 300,000 plastic drink bottles per year collectively in Australia and New Zealand)
7. **Sustainably sourced plywood with alkorcell coating** – all vehicles manufactured using environmentally-friendly alkorcell-coated and sustainably sourced plywood to reduce the weight of campers and fuel use, deforestation, and use of harmful toxins
8. **Kea enclosure sponsorship** – at Rainbow Springs in Rotorua, NZ to help provide awareness of the native endangered alpine parrot
9. **Biodiesel** – our main Auckland, NZ transfer coach has used 100% biodiesel since October 2009, as a part of a project to introduce biodiesel into our rental fleet
10. **Fibreglass recycling plant** – a partner in New Zealand’s first and only recycling plant of this kind
11. **Measuring our carbon footprint** – to understand our overall emissions and allow us to monitor and implement positive changes (CEMARS™ certified and audited)
12. **Offsetting corporate emissions** – by purchasing carbon credits earned by a New Zealand wind farm since July 2008 (carboNZero™ certified and audited)
13. **Wind tunnel testing** – on vehicle designs to reduce aerodynamic drag
14. **KEA reusable shopping bag** – provided at pick up to reduce use of plastic shopping bags
15. **Water recycling system** – in the Auckland vehicle wash-bay
16. **Recycling** – bins provided for customers at depots in New Zealand. Paper, brochures, glass, batteries, plastic and oil are all recycled. Recycling and re-use of returned brochures.
17. **Eco label and long lasting quality products** – used to stock vehicles in New Zealand to introduce our clients to eco products and reduce waste
18. **Responsible disposal** – of tyres, oil filters and office computers
19. **Providing jobs locally** – by manufacturing motorhomes and campervans in Auckland, New Zealand, and assembling campervans in Sydney, Australia.



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