

## **Tauranga City Council wins at the NZI Sustainable Business Network Awards**

Tauranga City Council has won the Communicating for Change Award at the NZI Sustainable Business Network Awards held in Auckland on 28 November.

The NZI Sustainable Business Network Awards are New Zealand's longest-standing sustainability awards. Now in their 17th year, they recognise and celebrate success in sustainability.

The Communicating for Change Award, sponsored by Cadence Communications, recognises an organisation communicating sustainability effectively to inspire change.

The judges said: "This was a great campaign addressing a serious problem for all of New Zealand, and using best practice behaviour change communications. It showed great leadership by this council.

"The campaign clearly articulated the challenge of flushing disposable wipes and blocked drains, and used a well-conceived and executed communications campaign to educate, inspire and change behaviour. Importantly, the campaign was designed to create positive emotional engagement with the issue and motivate residents to stop flushing wipes. Deceptively simple, the creative works on multiple layers and inspired the community to own the problem and the solution.

"There was a great outcome, with 40% less sewage overflows. There is scope to replicate the campaign throughout New Zealand."

For the list of winners and commendations for the 2019 NZI Sustainable Business Network Awards go to: [sustainable.org.nz/awards](https://sustainable.org.nz/awards).

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