

EcoZip launches conservation initiative

EcoZip and the Waiheke Resources Trust will join forces to double the number of native trees they plant each year.

Under the new initiative, EcoZip customers can add native trees to their adventure tour and ferry bookings online. Donations can be added in \$4 increments, a sum that's pegged to the purchase price of an eco-sourced native tree. The trees donated will then be planted by resources trust volunteers at sites across the island.

"We're thrilled to have EcoZip as a partner in our endeavours," says Michael Maahs, general manager of Waiheke Resources Trust. "To get the support from a major player in the tourism field is a fantastic example of collaboration that I hope will inspire other companies to get involved in protecting our forests for generations to come."

Since 2012 EcoZip have self-funded a series of initiatives designed to rebalance the ecology of their site, mainly through weed and pest eradication. Once a decimated tract of native forest, which had

been abandoned for years, EcoZip's home has undergone rehabilitation since the business opened, including the planting of thousands of native trees.

Business owners Gavin Oliver and Chris Hollister attribute EcoZip's success to their drive to prove that conservation and commercialism can co-exist.

"The partnership with Waiheke Resources Trust allows us to take this commitment

so in droves."

In addition to EcoZip's individual clients, the company's corporate group customers can also contribute. Gavin says they've detected a rise in company's seeking some form of social purpose from their events.

"They want to have fun and see their teams coalesce, but they also want to know they're doing some good. Improving the environment by planting native trees, like



Adventure company EcoZip proves that conservation and commercialism can co-exist.

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to the next level," says Gavin, EcoZip's managing director.

"With tens of thousands of visitors coming through EcoZip every year, we have a chance to harness a growing appetite for responsible or sustainable tourism. If you make it easy for people to leave an environmental legacy, we think they'll do

kauri or kahikatea, leaves a practical environmental legacy that will still be around centuries from now?"

EcoZip Adventures are signatories to Tourism Industry Aotearoa's sustainability commitment, which aims to see New Zealand emerge as a world leader in sustainable tourism. •

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