

# Fieldays 2024 Sustainability Hub

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## Introduction

The Environmental Protection Authority (EPA) and New Zealand National Fieldays Society Inc. will be hosting the second ‘Fieldays Sustainability Hub’ at Fieldays from Wednesday 12 June to Saturday 15 June 2024.

### NZ National Fieldays Society Inc and Fieldays

The New Zealand National Fieldays Society was established in 1968 and is a not-for-profit organisation committed to supporting the advancement of agriculture in New Zealand. It is governed by an elected Board, which oversees the future direction of the organisation, its charitable activity and its events.

The Society owns the Mystery Creek venue, the Society's 114-hectare home in the Waikato and one of New Zealand's most versatile event complexes.

Fieldays® is the cornerstone event of the New Zealand National Fieldays Society. As the largest agribusiness event in the Southern Hemisphere, every year Fieldays attracts over 125,000 from all over the world over four days in June. Fieldays presents New Zealand's agricultural and primary sector with an international marketplace to advance agriculture.

## **Environmental Protection Authority (EPA)**

The EPA is the government agency responsible for regulating activities that affect Aotearoa New Zealand's environment.

The EPA has responsibilities under several environmental Acts and is required to work in a way that contributes to the efficient, effective and transparent management of New Zealand's environment and natural and physical resources as well as enabling New Zealand to meet its international obligations.

The EPA is committed to building effective and trusted relationships with key sector bodies, community groups, and Māori. This includes providing access to accurate and relevant information that supports the protection of people and the environment; as well as taking action to educate, inspire, partner, and facilitate system conversations for better environmental outcomes.

There are many challenges to achieving positive outcomes for people and the environment, and working together will help achieve success.

## **The Fieldays Sustainability Hub**

### **Definition**

The Hub considers sustainability to be managing the use, development, and protection of natural and physical resources in a way, or at a rate, which enables people and communities to provide for their social, economic, and cultural well-being and for their health and safety while sustaining the potential of natural and physical resources to meet the reasonably foreseeable needs of future generations; and safeguarding the life-supporting capacity of air, water, soil, and ecosystems; and avoiding, remedying, or mitigating any adverse effects of activities on the environment.

This definition takes into account the quality of a state or process that allows it to be maintained indefinitely; making sure that human consumption does not deplete natural resources, ecological systems stay in balance, and life on earth remains diverse; and ensuring that communities can maintain independence, access resources they need, and secure sources of livelihood, while social sustainability includes protecting universal human rights and necessities.

## Outcomes

The desired outcomes from the Hub are to ensure;

- Greater public visibility of the impact of human activity on the environment
- A spotlight on practices that promote sustainability in all facets of NZ life
- An introduction to exhibitors who bring new perspectives to the audience
- Recognition of the value of community in environmental management
- People who visit the Hub leave with information and inspiration to act differently

## Concept

The Sustainability Hub consists of two integrated parts:

- A physical site
- Off-Hub associated exhibitors

Please note that the Hub is envisaged to be a multi-year endeavour and

Both Fieldays and the EPA consider 2024 as part of a multi-year contribution to assisting the community in dealing with sustainability issues. The concept and actual delivery may vary over that time as understanding of the need of exhibitors and visitors matures. As the concept grows there will be considerable space for those involved to have more say in what the Hub does and how it works.

Sponsors and cluster host Exhibitors will have a say in how the 2024 Hub looks and feels.

### ***Physical Hub***

The Sustainability Hub will be located on the corner next to the Village Green opposite the Main Exhibition building. The site is on the main traffic flow. The Hub will have an integrated design and will incorporate mātauranga Maori as an essential element.

In 2024, as a design and exhibitor theme, we are using “Muanga to Moana” as recognition of the integrated nature of the environment and the special role played by waterways. Of course, having the mighty Waikato on the doorstep has to be acknowledged as well!

We want the Hub to be inviting and interactive. We will have a focus on providing native greenery and a waterway within the Hub. Exhibitors will be encouraged to bring some ‘hands-on’ experiences and to have expertise on hand.

For 2024 we will have a 20x30m marquee on this site, with a smaller covered entranceway. There are opportunities for exhibitors to sublet space within this site.

The total area of the Hub is around 600m<sup>2</sup>. Unlike other exhibitor sites, we try not to have 'cubicle' spaces with high surrounding walls, and instead encourage an open space where all exhibitors can be seen and can interact with each other.

As with 2023, we will organise the site on groupings (clusters) of subject matter, eg Water, Waste, Energy, Farming Practice and so forth. We will have some common space and walkways, and individual single site space will remain 3m x 4m.

You can find out more about subletting at [Subletting at Fieldays - Fieldays](#).

Good news - there has been a Fieldays rule change and now Fieldays Main Exhibitors may apply to have a second presence as a sublet in the Sustainability Hub. Approval is at the discretion of The Fieldays Society. Apply at [hubs@fieldays.co.nz](mailto:hubs@fieldays.co.nz) to have a second presence as a sublet in the Fieldays Sustainability Hub.

The Hub would be promoted as the start point for any visitor's sustainability journey. Within the Hub would be a mixture of exhibitors and information centres in 5-6 identifiable clusters.

The Hub would be characterised by an inviting, interactive, space with consistent design encompassing sustainability and mātauranga Māori concepts.

- Significant amounts of greenery and artwork
- Cluster identification with a cluster host
- Relevant exhibitors with sound sustainability credentials
- Accessible information and advice including
  - Greeters/Navigators
  - Accurate science in everyday language / mythbusting
  - Demonstrations and educational talks
- Opportunity and space to discuss / relax to consider what is being learned

Please Note: there is a requirement that any exhibitor site within the Hub will conform with the overall design concept.

### ***Off-Hub associated exhibitors***

Some Fieldays exhibitors have sound sustainability credentials and will want to be associated with the Hub but find the Hub is not appropriate for their needs as an exhibitor.

There will be a Sustainability 'Trail' that guides visitors to exhibitors who are able to further inform on practice and products.

Off-Hub Trail stands will be provided with signage but do not have to conform to an overall design component that reflects being part of the Hub.

Overall, the Hub aims to create easy access to information about sustainability and easier, more specific, access to exhibitors who can support any visitor's sustainability journey.

## Subject matter clusters

For ease of access to subject specific information or advice, it is envisaged that the Hub will be arranged into 5 or 6 readily identifiable subject 'clusters'. To date, proposed clusters are:

- *Sustainable Farming and business practice.* Promoting both best practice and the latest research and science about sustainable farming practices. Focussed on providing farmers with sound information and directions to what sustainable means and where they can access appropriate support or equipment. It will include people who are already on the journey as well as those who have products / methods that have evidential scientific backing as a more sustainable method of farming.
- *Sustainable energy.* Promoting both best practice and the latest research and science about sustainable energy. Focussed on providing visitors with sound information and directions to where they can access appropriate support or equipment. It will include exhibitors who have products and practices that promote sustainable energy options.
- *Healthy waterways.* Promoting both best practice and the latest research and science about creating and maintaining healthy waterways and about water management. Focussed on providing visitors with sound information and directions to where they can access appropriate support or equipment. It will include exhibitors who have products that have evidential scientific backing as effective tools in ensuring sustainable use of water, and well as ensuring our waterways are free of residual farm outputs.
- *Protecting our biodiversity.* Promoting both best practice and the latest research and science about protecting our natural environment. Focussed on providing visitors with sound information and directions to where they can access appropriate support or equipment. It will include exhibitors who have products and practices that promote pest control, wildlife preservation, ecological balance, and native species preservation.
- *Waste and waste management.* Promoting both best practice and the latest research and science about waste and waste management. Focussed on providing visitors with sound information and directions to where they can access appropriate support or services. It will include exhibitors who have products and practices that promote sound waste production and waste management.

Ideally, there would be a 'host' or lead exhibitor organisation for each cluster. The remainder of the cluster would include up to 2 other subject specific related exhibitors with their own exhibition space.

There is scope for considerable overlap between these subjects and we are quite relaxed about exhibitors being able to choose which cluster they would like to be part of – including being able to 'straddle' clusters.

## **Sustainability Hub Site Exhibitor**

An exhibitor within the site would need to have strong sustainability credentials and be able to offer product or information that directly supports visitor sustainability decision making.

A Hub exhibitor will be expected to have a focus on one or more of the following;

- *Consumer sustainability requirements* – informing what consumers expect of food and fibre providers, and how this will shape the future of primary industries
- *Sustainable business* – informing how a business transitions towards being sustainable, where to start, how to measure progress, what the impact is on consumers
- *Sustainable farming research and science* – what's the latest science, and what is next in the research. What does this look like in practice
- *Waste and waste management* – domestic or industrial, urban or rural. What is being done and what more needs to happen – what does great look like?
- *Water management and waterway health* – what does the research tell us, what tools are available, what can we / should we be doing
- *Renewable energy* – showcasing what can be done to reduce reliance on carbon fuels and focussing on business cost reduction.
- *Protection* – provision of expertise or equipment that directly aids in protection of natural taonga – flora, fauna or geological

## **Fieldays Sustainability Trails**

Working with New Zealand National Fieldays Society Inc., we will again offer opportunity to be part of the 'Sustainability Trail' to provide visitors with information about specific sustainability information and options. The Trail will appear as a layer on the Fieldays App map and printed maps, and will focus on:

- *Farming practice*. Following the Trail will lead to exhibitors who promote the latest research and science about sustainable farming practices. It will include those who have products that have evidential scientific backing as a more sustainable method of farming.
- *Sustainable energy*. Following the Trail will lead to exhibitors who have products and practices that promote sustainable energy options.

- *Healthy waterways*. Following the trail will lead to exhibitors who promote products or practices that ensure sustainable use of water, as well as ensuring our waterways are free of residual farm outputs.
- *Sustainable living*. Following the trail will lead to exhibitors who have products and practices that promote sustainable living options. This might include waste and waste management, products and practices for domestic or commercial settings, or ideas that encourage visitors to look differently at their current practices in relation to the environment.

A Trail exhibitor will be expected to:

- help connect people with the information and equipment they need
- help people realise the opportunities to increase their sustainability profile both on-farm and beyond
- be able to engage with secondary school students from across the Waikato region.

Trail exhibitors will be included in promotion of the Trail, including:

- in advertising and promotion of the Sustainability Hub to a wide range of people including secondary school and tertiary students
- in the Fieldays App and Official Programme to help raise awareness of the business and drive further traffic to the exhibition stand.

There will also be opportunity for a Trail exhibitor to be part of the Expert knowledge spots in the Hub Marquee if they are a subject expert. See below.

## Expert knowledge spots

We are planning for each area (Waste, Water, etc) to have available people who can easily communicate the latest science and information about sustainable practices. If you have people who want to be part of providing accurate information for those seeking to start or move further along their sustainability journey, this is their chance. They are welcome to **represent your brand**.

We are looking those who are willing to share their sustainability stories or who can explain the science behind great sustainable practices. This is also an opportunity for those who are not able to have a stand at Fieldays to be involved. We have two options:

### Talk to the expert

- Talk to the expert provides an opportunity for visitors to approach an 'expert' on a subject and engage in conversation and ask burning questions. We trialled this in 2023 and for the most part (with minimal advertising) it worked relatively well for both experts and visitors. For 2024 we envisage a much wider advertising campaign.

## Get the facts

- We are considering having a small theatre-type space allocated for public talks. These talks would be around 15 - 20 minutes long and would concentrate on providing essential information about sustainable practices and products. This would not be a space for selling a product. Speakers would concentrate on science, farming practices, or community actions that encourage visitors to consider new approaches.

## ‘What’s New’

The 2024 Hub will also provide an opportunity to showcase any new products by way of a 15 second video. This may be played in the ‘theatre’ when it isn’t being used, or more likely on a large digital screen at the entrance. There will be a selection process to ensure that the products are (1) new and (2) verifiably able to influence sustainability.

This will be particularly useful for those exhibitors on the Sustainability Trail.

We would like to invite applications to promote that special new sustainability product on this board.

## The case for participation

- Opportunity to take advantage of the high interest in sustainability across the rural community.
- Vastly increased publicity and promotion from:
  - Fielddays promotional efforts
  - Being part of Hub and the media interest that will generate
  - A combined pre-event publicity campaign to heighten visitor interest
  - The ability to add being part of the hub to reinforce your sustainability credentials
- Hub focus is on those visitors who want to do something about Sustainability so attracting those with a pre-formed interest.
- Opportunity for Fielddays involvement for organisations who are not normally part of the event by being part of a larger group.
- Opportunity to meet a different set of stakeholders than exhibitors may usually deal with.
- Exhibitors have a new channels (Trail, expert advisors, other visitors to the hub, interaction with Hub media interest) to drive traffic to their site.
- Potential per metre cost savings for exhibitors.



## **The anticipated levels of participation\***

### **Sponsor**

Billing as a Hub sponsor on all Fielddays media and at the Hub. Can advertise as a Hub sponsor on own material. Sponsorship would cover (where suitable) being an exhibitor in the Hub, and / or being across one or more 'clusters' as an 'expert' source of information. Sponsorship would NOT cover the cost of exhibiting elsewhere at Fielddays.

### **Cluster host only**

The Cluster Host fee would cover billing as a specific cluster host in Fielddays media and at the Hub. Can advertise as a specific cluster Host. The fee would cover ability to set up exhibition space in cluster (if required), contribution to overall Hub and space design (including integration of brand into overall design) but NOT brand-specific elements of the exhibitor space.

\*NOTE: There will be integrated design requirements and hosts will not have total design control of the space, although those that commit early enough will have an opportunity to input into the total design.

### **Hub Exhibitor**

A Hub exhibitor fee would allow billing as an exhibitor within the Hub in advertising and promotion of the Sustainability Hub to a wide range of people including visitors, fellow exhibitors, corporate bodies, secondary school and tertiary students. Listing in the Fielddays App and Official Programme. Ability to advertise as a Hub exhibitor.

The fee covers use of exhibition space in a relevant cluster with supplied overall Hub and space design but NOT brand-specific elements of the particular exhibitor space.

\*NOTE: There will be integrated design requirements and exhibitors will not have design control of the space – however those exhibitors who commit early will be able to have input into the overall design. There is also a separate Fielddays sub-let fee (\$675+GST).

### **Off-Hub exhibitor on the Sustainability Trail**

Inclusion on the Trail would mean inclusion in all promotion of the Trail in advertising and promotion of the Sustainability Hub to a wide range of people including visitors, fellow exhibitors, corporate bodies, secondary school and tertiary students. Listing in the Fielddays App and Official Programme. Ability to advertise as a Hub Trail participant.

Any fee for inclusion would be to cover inclusion on the Hub Trail and Hub signage to use within the off-Hub site.

The number of participants in the Hub, as sponsors, cluster hosts, or exhibitors will determine final costs.

## Summary of who can contribute and how

### Criteria

Criteria for contribution to the Hub are in addition to those posted by Fieldays in the Exhibitor Guidelines

#### Sponsors

- Proven sustainability credentials
- Fit across one or more Cluster themes

Exhibitors who are part of the main Hub and have stands inside the Hub

- Proven sustainability credentials
- Provide high quality science communication in everyday language
- Are willing to meet design concept criteria
- Have an 'x' factor that other exhibitors cannot offer in the way of providing information about sustainability
- Can bring a practical aspect or activity to the exhibit
- Fit within a Cluster theme
- Can show how they will contribute to visitor 'pull' by meeting a demonstrated need

Exhibitors who contribute to providing information or people to the Hub but have independent stands elsewhere (may be part of the 'Trails')

- Proven sustainability credentials
- Provide high quality communication in everyday language
- Have a compelling product to talk about
- Have an 'x' factor that other exhibitors cannot offer in the way of providing information about sustainability
- Are willing to meet design signage criteria
- Fit within a Cluster theme
- Note: may be able to have a stand within the Hub if this can be done under a separate brand than the off-Hub stand

Exhibitors who are part of the Trail and have a stand elsewhere

- Proven sustainability credentials
- Provide high quality communication in everyday language
- Have a compelling product to talk about
- Are willing to meet Trail signage criteria

- Fit within a Cluster theme

Guests who actively contribute to debate, presentations, or other information provision but are not otherwise exhibitors

- Proven sustainability credentials
- Provide high quality communication in everyday language
- Are compelling speakers
- Have an 'x' factor that has provided them with an external profile likely to attract visitors and media

## **Expressions of interest**

If you're interested in being part of the Fieldays Sustainability Hub, the Trail, or have products you think would suit the What's New board, please express your interest by emailing [sustainabilityhub@epa.govt.nz](mailto:sustainabilityhub@epa.govt.nz) by 30 November.

If you are interested in being a sponsor, please feel free to contact [al.mccone@epa.govt.nz](mailto:al.mccone@epa.govt.nz) to chat about the possibilities.

Please contact Al McCone via email or on 027 705 8794 if you have any queries about the Hub and the Trail.

We are excited to be leading the Hub and look forward to hearing from you.