



**LoCarb**

Tourism and Hospitality Sustainability Programme

# WHAT'S THE COGO VISTR CARBON MANAGER TOOL?

And how does it work with my business?

An initiative of

**WellingtonNZ**

*Hospitality*  
NEW ZEALAND

## WHAT IS COGO?

Cogo estimates a businesses carbon footprint\* through integration with a business's accounting software (Xero, MYOB, Quickbooks). Cogo's underlying technology analyses financial transactions and automatically categorises spending across various industries. Each transaction is linked to an emissions factor specific to the industry and Cogo converts that transaction into a carbon emissions estimate. This approach is known as the spend-based method enabling businesses to track their carbon footprint in real-time.

## WHAT IS THE VISTR CARBON MANAGER TOOL?

The Vistr Carbon Manager tool is a dedicated version of the Cogo Business Carbon Manager tool, tailored for the regional tourism and hospitality sector. The intuitive tool provides a quick and easy way for you to assess the carbon footprint\* of your business.

The Vistr Carbon Manager includes premium features not available in other unpaid versions including increased compatibility and automated monthly report generation. It also allows Hospitality NZ and WellingtonNZ to track tool uptake across its members, and receive aggregated, anonymized data about the tourism profile across the region.

\*Carbon footprint is the total amount of greenhouse gases emitted directly or indirectly by an individual, organisation, event, or product.



# WHY USE COGO?

Cogo started in Aotearoa New Zealand in 2011. Since then, they have had hundreds of business and individual customers worldwide, measuring their carbon footprint through the tool.

Cogo is trusted by SMEs and major corporations worldwide including major international banks, such as; Kiwibank, Westpac, Natwest Group, Commonwealth Bank, TSB and more, who use Cogo's Carbon Engine to provide carbon data to their customers.

WellingtonNZ and Hospitality NZ chose to fully subsidise the tool to support our industry because of its easy user experience. Providing solutions to many barriers of accurate carbon measurement, Cogo's international reputation and alignment to global best practice in carbon measurement.

When compared to other carbon measurement tools, Cogo provides an easy, ongoing way to measure your business's carbon footprint and track it over time. This allows ongoing, in-depth insights into emission trends across a business.



# BENEFITS TO BUSINESS

By using the premium Cogo Vistr carbon manager tool, businesses can:

Accurately measure carbon emissions by integrating the Cogo tool with the business's financial software to categorise spend-based emissions.

Identify opportunities to reduce emissions and receive tailored recommendations to lower your footprint.

Be part of a district-wide effort -with data securely aggregated by Vistr, providing a comprehensive view of tourism's carbon footprint.



# REGULATORY ENVIORMENT

Compliance with the NZ government's requirement for climate-related disclosures.

Large corporates who must currently report on CRD's have to include their supplier's emissions by 2025.

Transparent reporting on greenhouse gas emissions, energy use, and climate risks enhances trust and credibility among stakeholders, insurers, visitors etc.

Regulation has already hit the building sector - all new builds have to report on greenhouse gas emissions.

Staying ahead of the regulatory curve, through voluntary carbon counting or climate-related disclosures, can provide businesses with a competitive advantage as environmental laws become more stringent. • Carbon credits/taxes are likely in the future.



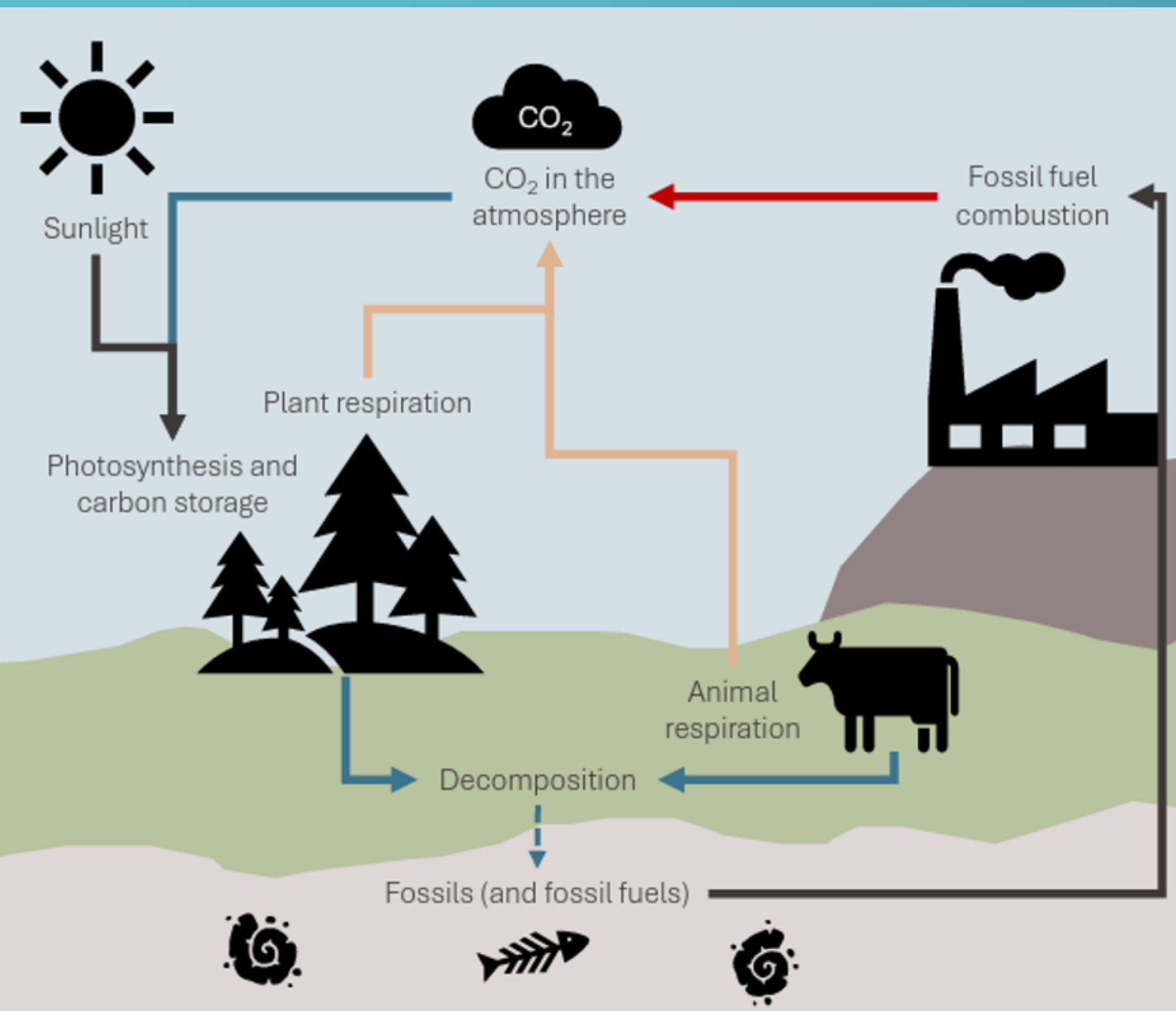
# THE REGION PICTURE

**Vistr securely aggregates the Cogo tool data from all businesses in the Wellington region and create a district-wide, visitor industry carbon footprint.**

By working together, as an industry, we can establish shared challenges in carbon reduction, like supply chain emissions, energy mix and shared infrastructure. The insights from the regions collective carbon footprint will inform how the we can best support businesses and establish systems-wide solutions to drive district-wide change.

Vistr is dedicated to enabling businesses in the tourism economy to take informed, data-driven steps towards sustainability.





# WHAT IS CARBON?

Carbon is a fundamental chemical element found in all living organisms and many inorganic materials. It is essential for life.

- How is Carbon Stored in the Earth?
- How do Fossil fuels impact the Carbon Cycle?

# CARBON TERMINOLOGY

**Carbon footprint:** total amount of greenhouse gases emitted directly or indirectly by an individual, organisation, event, or product.

**Spend-based carbon emissions:** an estimate of greenhouse gas emissions based on how much money an organisation spends on goods and services. It's one of the two main methods of carbon accounting, along with activity-based.

**Activity-based carbon emissions:** a method of calculating an organization's carbon footprint by tracking and measuring specific activities, such as electricity use or vehicle miles driven.

**Carbon reduction:** refers to actions taken to directly reduce/lower the amount of greenhouse gases produced by individual activities or organisational operations. This could involve altering manufacturing processes, improving energy efficiency, switching to renewable energy sources, or modifying business p

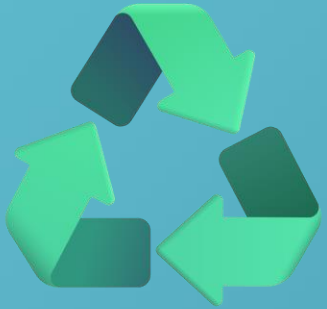
**Decarbonisation:** eliminate the use of fossil fuels and rapidly cut greenhouse gas emissions.

**Carbon neutrality:** achieving a balance between the amount of carbon emitted and the amount removed from the atmosphere.

- **Carbon offsetting:** compensating for carbon emissions by investing in projects that reduce or capture an equivalent amount of carbon elsewhere.
- **Carbon capture/ sequestration:** the process of capturing and storing carbon dioxide from the atmosphere in natural ecosystems or geological formations.
- **tCO<sub>2</sub>e** : stands for tonnes of carbon dioxide equivalent. It's a standard unit used to measure greenhouse gas emissions.
- **Emissions profile:** is a comprehensive overview of all greenhouse gas emissions associated with a specific area, company, or sector, outlining the sources of emissions and their magnitudes to emit fewer greenhouse gases.



# STARTING POINT TO REDUCE CARBON



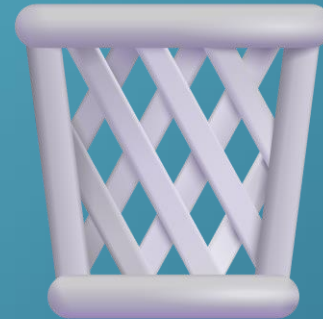
## ENERGY EFFICIENCY

Review where your energy comes from. Switch to renewable energy sources where possible, this will improve energy efficiency in operations and reduce costs in the longer term.



## TRANSPORTATION

Review transportation operations and opt for sustainable transportation where possible. This could include changing to electric vehicles, ride sharing, reducing transport required within your business.



## WASTE REDUCTION

Complete a waste audit of your business and see how you can reduce waste to landfill. This might be through implementing composting, reviewing recycling processes, reviewing supply chain and mitigating waste from the source.



## CARBON COUNTING

Start counting with the Cogo tool to gain an estimate of your business's carbon footprint, and where you can work to directly reduce those emissions.

# HOW DOES IT WORK



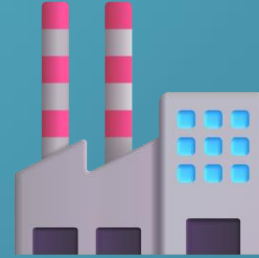
**Integrating seamlessly with your business's accounting software, Cogo uses a spend-based approach**

Cogo pulls data from supplier spend totals and analyses your spending with these suppliers. It classifies transactions by sector—such as fuel, electricity, travel, and office supplies.



**Cogo categorises business expenses into industry-standard emission categories**

Using global and local carbon intensity data, Cogo applies emission factors to each category. Businesses can refine their footprint with more detailed activity-based data like actual kWh used—rather than relying solely on spend totals.



**Calculated carbon footprint, providing a clear picture of your business's impact**

Cogo is quick, accessible, and creates carbon reports while suggesting climate actions. It offers ongoing, in-depth insights into emission trends across your business.



**Aggregate collection of businesses' carbon footprint**

The tool also provides valuable insights into the region's overall carbon footprint, supporting progress tracking and identifying areas for improvement.

# WHO CAN SEE MY DATA?



**Transactional data**  
Transactional level data for  
**emissions factor calculations**

**cogo**

**Sustainability metrics only**  
**No financial data** or data that can  
be reverse engineered



**Sector level performance data +  
business level engagement data**  
Aggregated KPIs, **no business level performance metrics**



**Defining KPIs**  
Estimated footprints, **sector intensities**  
and direction of travel

**WellingtonNZ**



**Key for businesses:**

No sensitive or operator-level  
information is passed to sponsors  
and/or project partners

# STRENGTHS AND LIMITATIONS

This tool provides a valuable estimate of your business's carbon footprint; however, it has certain limitations in its application and interpretation.

“The tool helps build carbon literacy by making footprint calculations easy” – Cogo

## STRENGTHS

- Fully subsidised for RTO members.
- Minimal time and training required for a carbon footprint estimate.
- Easy data to interpret and informative steps to help carbon reduction.
- Can add further activity data to enable a more accurate measurement to the spend data.
- Businesses can track their emissions over time – data updates every 24 hours.
- Demonstrates commitment to sustainable practice and decarbonisation. Reports can be shared internally/externally.
- Contributes to the district-wide picture.

## LIMITATIONS

- The tool does not yet differentiate between suppliers (e.g., it can't identify if your electricity comes from renewable or fossil sources).
- The carbon footprint estimate is not exact or precise.
- Does not include all Scope 3 emissions (e.g., staff commuting, water usage, etc.).
- To make public claims (e.g., carbon neutrality), the results must be third-party verified.
- Only compatible with certain accounting software: Xero, MYOB, and QuickBooks.

# HOW LONG WILL IT TAKE?

**COGO PRODUCES A QUICKCARBON FOOTPRINT ESTIMATE. THE LEVEL OF ACCURACY OF THAT ESTIMATE INCREASES WITH MORE TIME SPENT IMPROVING DATA**

## STAGE 1

It takes approximately 90 minutes to 2 hours to integrate the tool and categorise suppliers.

Most suppliers will be categorised automatically; however, some will need to be done manually.

This is a quick and easy way to produce a carbon footprint estimate for businesses based on the dollar spend per supplier.

## STAGE 2

Take some time to comb through the suppliers that were automatically categorised, is it correct?

High emitting suppliers like fuel or electricity have an option to add activity data. This is to improve accuracy with the supplier spend.

Input the correct activity data based on receipts, invoices, or data that can be retrieved from a supplier portal if available.

## STAGE 3

The Cogo dashboard refreshes every 24 hours. We recommend logging into your tool every month to add activity data, categorise new suppliers, update and track progress on reduction actions. Download the report to share with internal and external audiences.

# WHAT TO EXPECT

## Get started with Cogo today!

Sign up for Cogo to start measuring your business's carbon emissions. Integrating the tool does require account manager access so make sure you are doing this along side your account manager or have been provided the details.

### What to expect:

**Onboarding Support:** One week after signing up, Sustainability Manager, Megan Williams, will check in to offer support.

**Dashboard & Reporting:** Your dashboard will generate a report—while not 100% accurate, it's a great starting point. We can help refine recommendations to suit your business.

**Ongoing Updates:** Your dashboard updates every 24 hours. Check in monthly to track changes.

### Further learning & support:

Wellington capability events cover carbon reduction and Cogo tool support—sign up for updates on what's on. Explore region-specific reduction guides in the knowledge hub.



# HELPFUL RESOURCES

- More information on the tool and Frequently Asked Questions | [Review the FAQ's](#)
- For more information on Carbon and why it's important to measure and reduce | [See here](#)

[Book a Meeting on Carbon Reduction with Sustainability Manager, Megan](#) | [Book a Meeting](#)

- Review some further Sustainability Support and Resources | [Member Hub Resources](#)

