



## Product Action Group

20 November 2019

Three priorities:

- People
- Profit
- Planet

<b>Quick wins</b>	Who	When
• VJ to promote the Green Audit free checklist to industry	VJ	2019
• VJ and JHA to support the SoJ Carbon Neutral Steering Group	VJ / JHA	2019
• VJ to create business site hub	VJ / JHA	2020
• VJ to drive Green Tourism Award	VJ / JHA	2020
• VJ to create a sustainability content guide profiling green product linked to Sophie Hellyer/Winter Warrior i.e. cycling, bus, electric hire cars. Align to brand narrative – come up for air	VJ	
• VJ to engage hire car companies to explore green product availability	VJ	2020
• Industry case studies linked to sustainable product/best practice (i.e. food/drink, activity provider, accommodation (i.e. Seymour, Les Ormes), technology efficiencies (i.e. iPad front of house), events e.g. SLT)	VJ	2020
• VJ to promote localised initiatives i.e. CoC 10-minute town clean	VJ / CoC	
• (H)Oscars & Jersey Customer Service Awards to explore green criteria/credentials to awards	JHA / CSA	2020
<b>Medium term</b>		
• Refocus the recapitalised TDF / Event Fund with green credentials	VJ / SoJ	
• Review supply chain challenges i.e. laundry, fish supply, Jersey Royals	JHA / FJ / SoJ	
• CoC to establish Environment Steering Group – travel and tourism sector to represent – act as one voice. CoC to present to SoJ representing a collective view (pan-sector finance, tourism/hospitality, agriculture, retail, charitable i.e. JNT)	CoC	2020

<ul style="list-style-type: none"> <li>Establish task force to capture data as a starting point - sustainability audit</li> </ul>	SoJ	2020
<ul style="list-style-type: none"> <li>Collective discussion regarding the living wage – consider social measure (Brexit making people think about staffing differently)</li> </ul>	SoJ / JHA	2020
<ul style="list-style-type: none"> <li>Investment in parking points</li> </ul>	JEC	Ongoing
<ul style="list-style-type: none"> <li>Education piece to influence cultural change towards sustainability</li> </ul>	SoJ	2020
<ul style="list-style-type: none"> <li>Explore solar panels providing electricity back to the grid from homeowners/hotels</li> </ul>	CoC/JEC	2020
<ul style="list-style-type: none"> <li>Establish a Green Business Award (akin to Eat Safe) as an aspirational charter to drive business change across sectors</li> </ul>		
<b>Longer term (&gt;10 years)</b>		
<ul style="list-style-type: none"> <li>Island Plan - Government evolve policy to have a holistic approach to sustainability</li> </ul>	SoJ	
<ul style="list-style-type: none"> <li>Introduce an island wide recycling policy to and solution to plastic and single use products.</li> <li>Increase the variety of products that can be recycled.</li> <li>Public bins should all be split for recycling</li> </ul>	SoJ	
<ul style="list-style-type: none"> <li>Potential for wave / wind power</li> </ul>	SoJ	