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RTL Progress Report

October 2025

Executive Summary

As we strive to deliver on the goals and targets set in our [Sustainability Strategy](#), we are proud to present our 2025 Sustainability Progress Report. This report shares the progress we have made on our stated goals and targets in our Sustainability Strategy for our 2025 financial year (FY25). It also allows us to celebrate our achievements, acknowledge the challenges we've faced, and refine our strategy to drive continued improvement into the future.

FY25 presented significant economic headwinds across New Zealand. For us, the economic climate necessitated organisational changes, including a restructuring process that affected our team composition and capacity. The departure of key sustainability champions, especially those who were leading our carbon emissions mapping, created knowledge gaps that required adjustment and realignment of responsibilities.

Due to the very difficult economic times during this time, the whole of the company accepted reduced working hours which helped us to mitigate our financial losses while attempting to retain our people. These challenges required us to approach our sustainability targets with both compassion for our team and pragmatism regarding what could realistically be accomplished with reduced resources. We are proud that despite the challenges we maintained our foundational commitments and made meaningful progress across several impact areas. In total we achieved 63% of our stated targets with another 13% being in progress.

Of particular pride for us was the recent launch of our Better Cone programme that sees us partnering with our sister company Proline to recycle road cones back into new ones on site in Tāmaki Makaurau Auckland. It's an initiative that has required significant levels of resilience and perseverance from our team as we faced many learnings, and a very uncertain economic environment.



Further to this industry first, we have also established our systems and processes to measure our greenhouse gas (GHG) emissions and the volume of materials that flow through our business. We also developed a supplier code of conduct and had it signed by 12 of our largest suppliers. And we established a baseline measure for our staff health and wellbeing and have built a corresponding action plan.

Our journey this year has reinforced our belief that sustainable practices are not just environmentally responsible, but economically prudent. Through strategic prioritisation, we've demonstrated that sustainability initiatives can advance even during periods of economic constraint.

This report marks the end of the first year of our first ever sustainability report. We, like many others, believe we have a role to play in helping solve some of our biggest environmental, social, and economic challenges and are on our journey of learning, discovery, and continued improvement. We have compiled this report to transparently share that journey.

The following sections share the headway we made on our FY25 targets and whether they have been achieved, not achieved, or are in progress. Additional details on our actions can be found in the corresponding notes section.

While there is always more work to be done, we are proud of the progress we have made and remain determined to build on this momentum.

To the best of our knowledge, the information in this report is accurate and up to date. However, our sustainability journey is ongoing, and this report is just a snapshot in time. We will continue to remain transparent and authentic in sharing our journey.

Please get in touch if you have any questions, ideas, or feedback.

Yours sustainably,

Joanne McMahon
General Manager
RTL



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Tables of Progress

The tables on the following pages show the progress we have made across the targets we set ourselves to achieve during our 2025 financial year (FY25).

July 1st 2024-July 31st 2025



Environmental



Environmental | Impact: Emissions & Energy

End goal: To measure and reduce our emissions, in line with climate science

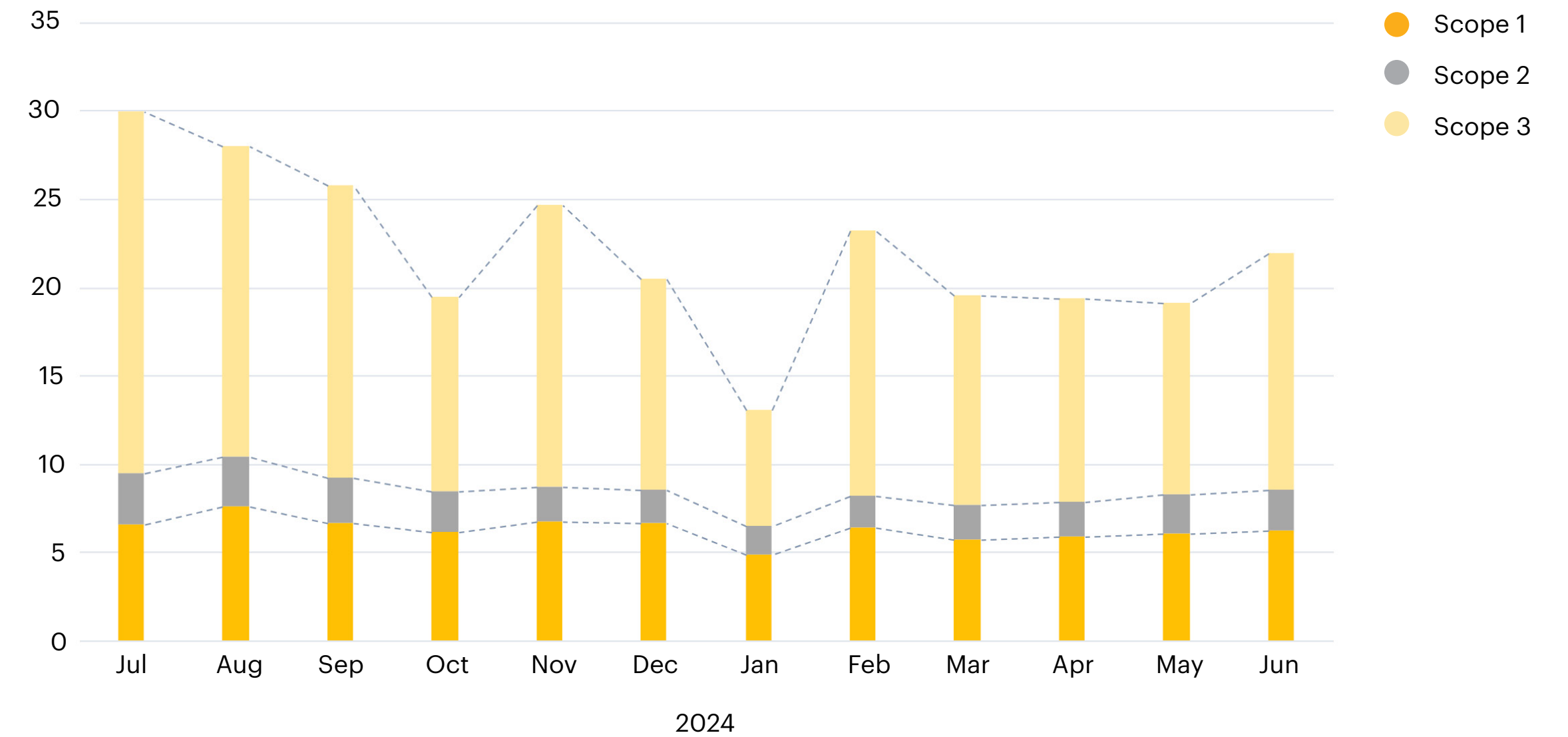
End of 2024 Target(s)	Achieved	Not Achieved	In Progress	Notes
Establish annual carbon accounting and reporting in line with ISO 14064 1:2018 and GHG Protocol.	X			We have completed the mapping of our first year (baseline year) and set up the systems and process to continue ongoing.
Develop a carbon reduction plan in line with climate science including targets for FY26 and FY27.		X		After publishing our strategy we decided to map FY25 as our baseline year and this target has subsequently been moved to the next year.
Investigate options to procure 100% renewable electricity.	X			We do not have control over the electricity we procure as this is done by our parent company (Traffitech) but we have re-signed with Meridian who generate 100% renewable electricity.
Engage with landlords to investigate opportunities to install solar panels across all sites.	X			We have conducted significant research on the options available to us but, due to the hurdles we face in not owning our own buildings we do not see this as feasible at this time.
Investigate installing automated light switches.	X			We have had an onsite audit conducted at our Auckland HQ and determined the ROI was not good enough for us to proceed.
Establish an annual environmental regeneration project.			X	We collaborated with Kelmarna Community Farm to establish a regeneration plan for the bare soil at our Auckland HQ. We expect to be planting in early spring.
Develop an Environmental Policy for our suppliers that outlines our preferences for reducing emissions and energy use.	X			The policy has been completed as part of the Supplier Code of Conduct and the SCOC has been sent to 15 of RTL's top suppliers by spend. At time of writing, we have received 12 signed copies.

Carbon Accounting

We successfully established annual carbon accounting and reporting systems aligned with the Ministry for the Environment Guidance for Voluntary Reporting. While reviewed by Go Well Consulting, this data has not yet been independently audited or verified and is intended for internal use. However, in line with our commitment to transparency we have shared it here.

This foundational work provides the data infrastructure necessary for informed decision-making as we move forward. This mapping now forms a part of our standard monthly reporting, and we will be working on automating it. Adopting monthly reporting provides clear visibility of trends and anomalies, allowing RTL to respond quickly and track emission increases throughout the year.

Monthly Emissions by Scope

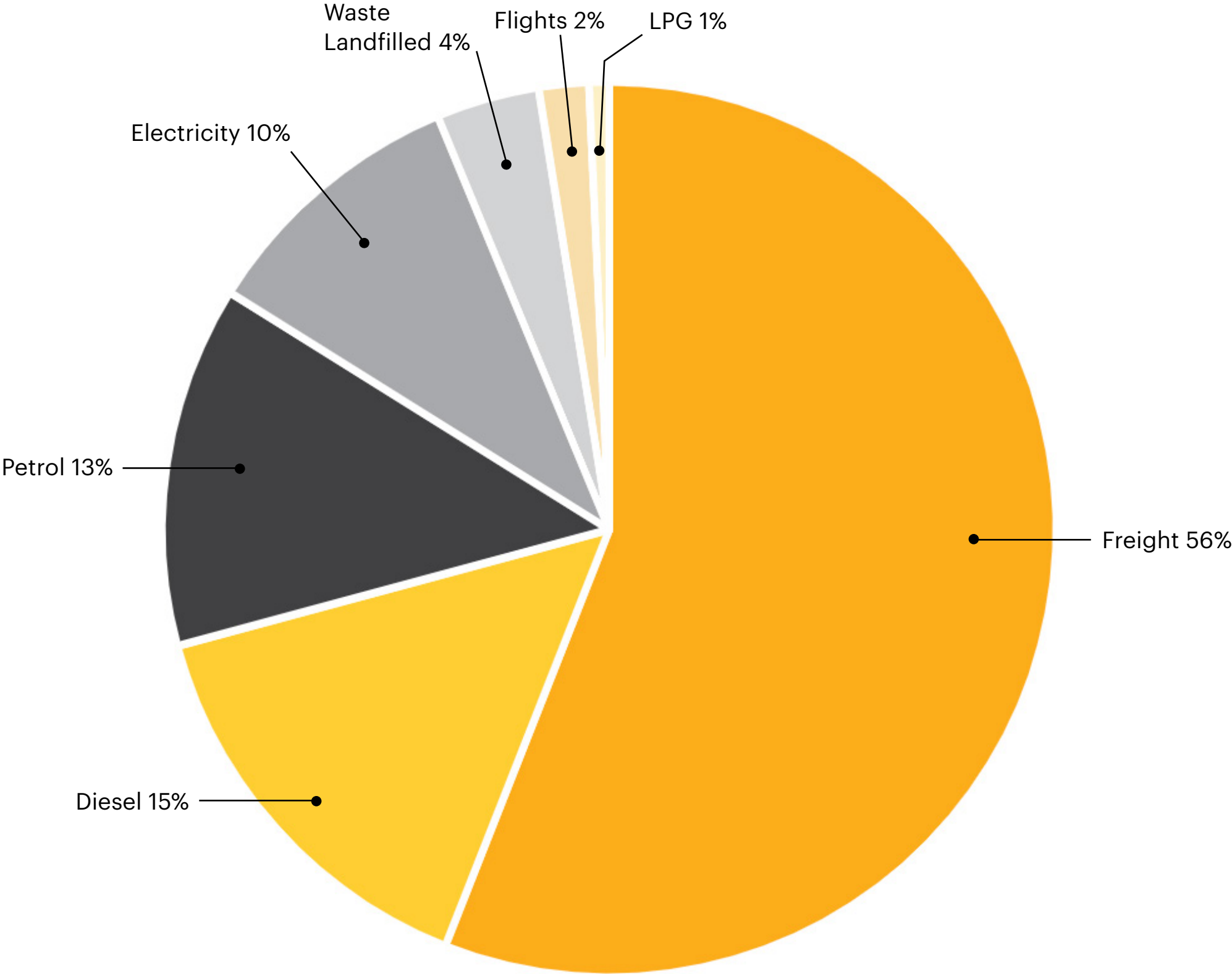


This base year emissions profile shows a total of 264.4 tCO₂e. These are split across Scope 1: 75.7 tCO₂e, Scope 2: 26.1 tCO₂e, and Scope 3: 162.7 tCO₂e. The graph on the right shows a further breakdown of our emissions by source. Emissions associated with business travel, such as taxi use, rental cars and staff mileage claims, have been excluded due to minimal spend. This baseline inventory also does not include any emissions associated with the value chain other than freight.

This breakdown of our emissions sources provides us with valuable insights into where our opportunities for reductions are, and conversations are ongoing as to several proposed initiatives. The development of an emissions reduction plan is a target in the second year of our sustainability strategy. Watch this space.

As the economy improves, it will be interesting to map our progress given the expected increase in activity, especially of freight. However, we are continuing to consolidate branch transfers to minimise the internal freight that we can control and embed a culture of emissions avoidance throughout the organisation.

Annual Emissions by Scope





Environmental | Impact: Waste & Circularity

End goal: To embed circular economy design into all our products and packaging and achieve significant waste reduction.

End of 2024 Target(s)	Achieved	Not Achieved	In Progress	Notes
Establish our Circular Road Cone programme that maximises the use of recycled road cones.	X			This target has been a major focus over the past year and has involved significant amounts of our time and effort. See more on this below.
Investigate the lifespan of our cones in different regions, and with different contractors to identify trends.		X		Following further analysis we decided not to proceed with this target.
Begin to account for all raw materials that we receive, consume, distribute and dispose of.	X			We have set up our systems and process and update this on a monthly basis.
Establish the correct disposal systems so no organic material to be landfilled.		X		Due to the level of engagement required and other business pressures we have delayed implementing this target.
Set targets for decreasing the volume of materials we send to landfill for FY26 and FY27.			X	Although we have reliable waste management data, we've delayed this target to ensure it reflects business as usual.
Undertake a bin audit and gather data on the makeup of the materials we are discarding and our contamination rates.	X			We decided that a visual assessment of our bins at our Auckland HQ was adequate considering the low levels of contamination we have observed. Correct disposal of materials continues to be a major focus for our team. We use the data provided by our waste management providers and visual assessments to monitor performance.
Establish the volume of printing paper we use and set reduction targets for FY26 and FY27.		X		Due to the level of engagement required and other business pressures we have delayed implementing this target.



Environmental | Impact: Waste & Circularity continued...

End goal: To embed circular economy design into all our products and packaging and achieve significant waste reduction.

End of 2024 Target(s)	Achieved	Not Achieved	In Progress	Notes
Establish our current solvent use and the associated risks and take appropriate action as required.	X			On further analysis of this target, it was assessed that we have strong systems and processes in place for spills, and recycling old oil from hydraulic machinery, and that our solvent use is not significant.
Establish reusable cup library for staff at all sites.		X		While we did not set up an official cup library, staff have access to reusable cups and we did not provide coffee shouts during the FY as in previous years.
Ensure our Environmental Policy covers our preferences of reducing waste in our supply chain.		X		Due to our priority focus on our Supplier Code of Conduct, we have not yet started this Environmental Policy for our suppliers.

Better Cone

One of our most significant sustainability achievements has been establishing our Circular Road Cone programme. It is a programme that sees us receive and recycle old road cones into new. It is a huge step towards the industry achieving a circular economy for the products and materials it uses. This approach not only diverts significant plastic waste from landfill but also reduces our reliance on virgin materials.

Working with returned cones and meeting the required standards of manufacturing presents unique challenges due to the variable material quality we receive, but our goal is for the recycled content in our Better Cone to consistently exceed 40%. Production batches completed in recent months have achieved recycled content of up to 30%, reflecting our progress. We're dedicated to overcoming these obstacles through continued innovation and refinement of our manufacturing processes including rigorous testing of various formulations and material combinations.

To support the financial sustainability of the programme, we require one cone to be purchased for every two that are returned. This is a collaborative solution and we alone cannot burden the full cost of the recycling process.

While it is still very much in its infancy, and we no doubt have many more learnings to come, we are incredibly proud to have been able to bring this solution to the New Zealand market. We have faced many challenges along the way and felt like giving up many times. However, we have persevered and managed to bring a genuine solution to a problem that so many Kiwis love to hate.

You can read more about the programme [here](#) and Joanne's letter to the industry [here](#).



RTL Bee Garden

Tasked with establishing an annual environmental regeneration project we feel particularly proud of our idea to create the RTL bee garden, designed to reintroduce pollinators to the industrial area where we operate. While this target was originally intended to involve a project regenerating a native ecosystem within our wider community, financial and resource constraints forced us to rethink our approach. Rather than abandoning or delaying the target we came to the realisation that we had some land on our own premises that would benefit greatly from some regeneration of its own! (As the images clearly show).

This project not only aligns with our environmental commitments but also has the added benefit of providing health and wellbeing benefits to our team.





Social



Social | Impact: Working at RTL

End goal: RTL is known as a safe, inclusive and diverse place to work, where health, wellbeing and development of their people is championed.

End of 2024 Target(s)	Achieved	Not Achieved	In Progress	Notes
Survey our team to establish current perceptions and feelings towards DE&I within our business.	X			We are now working through the development of our Wellbeing and Diversity Plan.
Conduct a Health and Wellbeing survey to establish a baseline of staff wellbeing.	X			We are now working through the development of our Wellbeing and Diversity Plan.
Add Health and Wellbeing to the agenda for all management meetings.	X			We have set up our systems and process and update this on a monthly basis.
Complete the B Corp Impact Assessment.	X			We completed the BIA but have decided not to proceed with the certification at this time.

Prioritising our People

Despite the financial constraints, we maintained our focus on our team's wellbeing and development. The completion of our Health and Wellbeing survey and Diversity, Equity, and Inclusion assessment provided valuable baseline data for our Wellbeing and Diversity Plan development. While we reduced discretionary spending on items like company sponsored team shouts, we continued to prioritise the people elements of our sustainability journey.





Social | Impact: Sustainable Procurement

End goal: Map the supply chain of our top 20 products by spend to gain visibility of all risks and ensure there are no instances of human rights violations.

End of 2024 Target(s)	Achieved	Not Achieved	In Progress	Notes
Develop a Supplier Code of Conduct that outlines our values in regard to human rights in the supply chain.	X			Our SCOC has been sent to 15 of RTL's top suppliers by spend. At time of writing, we have received 12 signed copies.
Begin to map the supply chain of our top 20 products by spend and identify any gaps.		X		This has been slow due to the current economic headwinds we have faced and the lower levels of purchasing from our suppliers.



Social | Impact: Education & Collaboration

End goal: Foster strategic partnerships and collaboration within the road transport industry to help drive innovation towards achieving a circular decarbonised sector.

End of 2024 Target(s)	Achieved	Not Achieved	In Progress	Notes
Establish regular 'lunch'n'learn' sessions for our team to upskill them on sustainability.			X	Due to a reduced budget we have had to delay this target, instead using our private Facebook page to inform our team members.
Undertake product development and customer education to reduce customer vehicle idling.	X			Following further investigation, we learned that there was very little we could be doing to reduce idling, as idling was not typically done for RTL products.
Investigate joining relevant groups focused on sustainability impacts/solutions.	X			Following investigation, while not necessarily focused on sustainability, we joined Civil Contractors NZ (CCNZ) Whangarei. We also joined Take The Jump (a behaviour change framework) with mixed results for our team.



Governance



Governance | Impact: Transparency & Communication

End goal: Communicate our sustainability journey and impacts transparently and authentically to help empower our staff, customers and industry.

End of 2024 Target(s)	Achieved	Not Achieved	In Progress	Notes
Publicly share this strategy.	X			Made available on our website.
Publicly share our carbon footprint and reduction plan.		X		We plan to do this shortly after this report.
Establish a sustainability page on our website.	X			https://rtl.co.nz/sustainability
Establish internal communications to provide updates and information on sustainability performance while allowing questions, ideas and feedback.	X			In addition to presenting/launching our strategy with our Auckland team in person, we have used our private Facebook page to provide ongoing two-way communications. We have also instructed team managers to share updates and encourage any questions to be raised in team "toolbox meetings".

Communication Focus

We recognised that maintaining transparent communication was essential, especially during challenging times. The establishment of our sustainability webpage, coupled with internal communication channels through our private Facebook page and toolbox meetings, ensured that sustainability remained visible and accessible despite resource constraints. It also added value in keeping our team informed about our business performance.



FY25 Snapshot

Total Targets	Achieved	Not Achieved	In Progress
Emissions & energy			
7	5	1	1
Water & Circularity			
10	4	5	1
Working at RTL			
4	4	-	-
Sustainable Procurement			
2	1	-	1
Education & Collaboration			
3	2	-	1
Transparency & Communication			
4	3	1	-
30	19 (63%)	7 (23%)	4 (13%)*

*Does not equal 100 due to decimal rounding

Key Learnings & Challenges

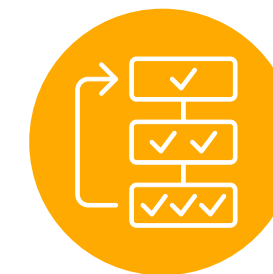
As has been acknowledged already in this report, our business, like many others in Aotearoa, faced significant financial challenges as our national economy continues to struggle. Not surprisingly these financial constraints necessitated careful prioritisation of resources to our sustainability strategy, resulting in the postponement of several targets. Such examples include the target to implement an organic waste disposal system being delayed due to competing priorities, and some educational initiatives, such as regular “lunch’n’learn” sessions modified to utilise existing channels rather than creating new programmes.

As the year progressed our approach to the sustainability targets and planned initiatives became increasingly practical, focusing on actions that could deliver measurable results without requiring significant capital investment. Visual assessments replaced formal bin audits, and we leveraged existing data from waste management providers rather than implementing new measurement systems.

While this year has been a roller coaster, it has reinforced several key principles that will guide our approach moving forward:



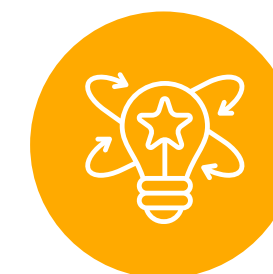
Adaptability is essential: Sustainability goals must be flexible enough to accommodate changing business conditions while maintaining progress toward long-term objectives.



Strategic prioritisation delivers results: By focusing on high-impact initiatives like our Circular Road Cone programme, we’ve made meaningful progress despite resource constraints.



People-centred sustainability endures: Our continued focus on team wellbeing and inclusion has maintained engagement with our sustainability journey and our business operations despite economic challenges.



External pressure can accelerate innovation: The industry and government scrutiny of traffic management practices motivated us to move more aggressively on our cone recycling goals rather than retreating from them.



Looking Forward

Strategic Adaptation for Continued Progress

As our sustainability partners, Go Well Consulting, advised us at the very beginning – our sustainability knowledge, confidence, and capability have all increased dramatically over the year. We now know far more than we did when we first wrote our strategy. At the same time the economic landscape has changed so we need to remain flexible and pragmatic on our journey.

As we move into the second year of our sustainability strategy, we recognise the need to adapt our approach. Rather than viewing these adjustments as limitations, we see them as growth in our learning and an opportunity to sharpen our focus on high-impact initiatives that require minimal capital investment. Through this approach, we'll continue to advance our sustainability objectives while demonstrating fiscal responsibility. Our priorities for the year ahead are detailed below.

Systems Enhancement for Data Management

We'll focus on developing smarter internal systems for carbon emissions tracking and waste data collection. These systems will be designed for integration with our ERP platform, creating efficiencies while improving data accuracy and accessibility. By embedding sustainability metrics into our core business systems, we'll move beyond manual tracking processes toward automated reporting that supports more informed decision-making.

These system's enhancements will enable more clear, formal reporting internally, ensuring that sustainability performance becomes as visible and regularly monitored as other business metrics, while also providing our customers with data to integrate into their own impact measurement.

Revitalising Internal Communications

While our private Facebook page has provided a helpful communication channel, we recognise the need to breathe new life into our internal communications approach. Our strategy includes implementing visible sustainability signage throughout our facilities, creating physical reminders of our commitments and progress, and establishing formal quarterly update sessions dedicated to sustainability - supplementing the information shared in regular toolbox meetings. These sessions will provide more comprehensive insights into our journey, celebrate achievements, and foster greater team engagement and collaboration through interactive discussions and idea-sharing.

Prioritising Circular Economy Initiatives

The first quarter of our new financial year will see a concentrated effort on expanding our cone recycling programme and strengthening our sales pipeline.

We're particularly encouraged by the relationships we've begun to forge outside our traditional industry through our recycling programme. These connections with sustainability and environmental organisations are opening new collaborative possibilities that extend beyond our core business. By continuing to cultivate these relationships, we aim to position RTL as a leader in cross-sector sustainability initiatives, with the ultimate goal of driving the industry towards a circular economy.

Refreshed Leadership Structure

We plan to reconstitute our sustainability team with Joanne, our General Manager, and Sue, our Products and Marketing Manager, maintaining their leadership roles. Their continued guidance will ensure consistency in our approach while allowing for fresh perspectives from new team members.

Implementing Survey Insights

The first quarter will also see us transforming insights from our team surveys into concrete actions. The valuable data gathered from our Health and Wellbeing survey and our Diversity, Equity, and Inclusion assessment will inform targeted initiatives designed to strengthen our internal culture and support our team members.

By prioritising team wellbeing and inclusivity, we'll continue to build an organisation that embodies our values from the inside out.

Building on Our Foundation

Through our unwavering focus on safety and service, reinforced by our sustainability initiatives and strategic partnerships, we aim to build enduring relationships, drive responsible growth, and make meaningful contributions to New Zealand's safety landscape. While we anticipate continued economic challenges, our experience this year has demonstrated that sustainability progress remains possible—and indeed essential—even during difficult times.

As we look to the future, we remain committed to transparent communication about both our achievements and our challenges.

Thanks to Karl Anderson from Unsplash
for photographs of the Kea.

