

North American Edition

TIME FOR

DEMOCRACY

CASE STUDY:

Stewardship Communications

Examples from Palau and New Zealand



PALAU PLEDGE



Palau – The Palau Pledge

ABOUT

Before COVID, tourists outnumbered residents by 8 to 1. There were wide cultural differences as most visitors were coming from China, South Korea and Japan. Palau wanted to genuinely connect with people and encourage them to think about the environment and children of Palau.

With this intention in mind and with the help of the children of Palau to draft the document, the Palau pledge was born. The pledge is a mandatory agreement to act in an environmentally and culturally responsible way on the island and immigration laws changed to support environmental protection.

Businesses were engaged to support the pledge and the Bureau of Tourism developed a certification programme which businesses must apply for and then be certified annually. Visitors are encouraged to support those businesses who support the pledge.

So far just under 665,000 people have signed the pledge and the project has received global recognition, becoming the most awarded communications project in 2018 – 2019 supported by celebrities including Leonardo DiCaprio and Richard Branson.

View online:

[Palau Legacy Project - Ol'au Palau](#)

[Palau Pledge Case Study](#)



New Zealand - 'Tiaki Promise'

ABOUT

The Tiaki Promise was launched before the global pandemic and was originally targeted at international visitors to New Zealand. It was a collaboration between Tourism NZ, Air NZ and Tourism Holdings (a leading provider of land-based transport and activities within New Zealand and around the world).

In consultation with other leading industry organisations and Māori advisors, the Tiaki Promise became a declaration of care for New Zealand's unique and fragile natural environment.

The Tiaki symbol represents four Māori spiritual beings who in turn represent four key elements that make New Zealand special: sky, forest, earth and ocean. Tiaki is a Māori word that means to care, conserve, and protect and it's a significant part of Māori culture.

During the pandemic, Tourism NZ and Air New Zealand began marketing the Tiaki Promise at New Zealanders. It has featured in Air NZ promotions, including an on-board safety video featuring collaborative messaging from the Department of Conservation (a NZ government agency responsible for the national environmental heritage and places of historic importance).

View online:

[Tiaki Promise](#)

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