

2023 - 2024 ZENTAG Working Group Action Plan (2)

ZENTAG goal: To reduce Noosa Shire transport emissions in Noosa Shire.

1. ***Transport emission reduction by increasing knowledge and changing behaviours via:***
 - **Direct engagement** with citizens, institutions and businesses [through for example a possible EXPO, presentations/forums, projects]
 - **Publicity/information initiatives** through diverse media [through for example website, social media, mainstream media]
 - **Advocacy** to government

2. **Actions to be focused on for 2024:**
 - EV's (EV purchase, use, policy, possible EV Expo)
 - Walking and cycling
 - Carbon offsetting

3. **EV Expo:** ZENTAG supportive of 2024 'EV's and other energy initiatives Expo'
 - External event manager required. Bossy Boots suggested as event planner for 2024 (with conditions)
 - ZEN Inc. volunteer needed to oversee 2024 Expo.
 - Other volunteers to choose a role from suggested list in EV Report
 - Consider sponsorship as a main revenue stream.

4. **ZENDURO** project to continue (led by Gwenn Davidson).

5. **Carbon Offsetting:** Leverage off existing plantings led by other organisations, e.g., Council, Land care, etc.