



PRESS RELEASE

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Businesses asked to invest in LoveNZ public place recycling programme

New Zealand businesses were today invited to back an initiative funded by Government, the Glass Packaging Forum and local councils to increase the availability of permanent and temporary public place recycling facilities in readiness for New Zealand's hosting Rugby World Cup 2011 (RWC).

As guests at Eden Park's Hall of Legends, invited businesses were reminded by Martin Snedden, CEO of Rugby New Zealand 2011 that the Tournament is likely to result in an additional direct expenditure of \$415 million in New Zealand.

New Zealand will host over 85,000 visitors including 2,500 of the world's media who expect to find recycling facilities at stadia and fan-zones; in high streets; transport terminals; tourist attractions; and camp sites. However whilst the catalyst for action is RWC 2011, the project will create a lasting legacy for New Zealand.

David Carter, Chair of the Glass Packaging Forum challenged some of New Zealand's leading brands:-

"We have set an ambitious target to divert nearly 9,000 tonnes of glass, plastic and cans during the Tournament year. That's the equivalent of 27 million beer bottles, 286 million plastic half litre bottles and a similar number of aluminium cans. These may well be products that have your brand on them."

"Our first goal is to be ready well ahead of kick off next September with recycling bins in place in each of the 12 regions hosting matches. However our aspirations go much further, we want visitors to leave saying we manage our waste well and we want to get 4 million New Zealanders to recognize Love NZ as a national brand and ethos that inspires responsible behaviour."

"By sponsoring and supporting the Love NZ brand your business can be associated with a brand and programme that keeps New Zealand's clean green image and reputation intact, contributes to New Zealand's delivery of a world class major event and helps make sure that the products and packaging which you make are recovered and recycled rather than abandoned as litter or sent to landfill. And if you are involved in the service sector providing transport and hospitality, will people be able to recycle at your place?"

Manufacturers from New Zealand and Australia have already responded to the open tender process for providing recycling bins and recycling bin lids using internationally recognised colour identification.

A nationwide advertising campaign is being developed to promote the Love NZ recycling brand and this already has the backing of stadiums and major transport hubs.

The MORE FM Winery Tour (www.winerytour.co.nz) will kick off the promotion of the Love NZ brand to its anticipated 50,000 audience nationwide at 19 shows in February and March 2011. After successfully organising the recovery of 84,000 glass bottles during the 2010 concert series, in 2011 the Forum will also organise recycling facilities for plastic bottles and cans.

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For information

The Glass Packaging Forum operates one of the first voluntary product stewardship schemes which has been accredited by the Government as meeting the criteria set out in the Waste Minimisation Act (2008). The scheme currently covers over 80% of the glass on the market in New Zealand primarily for food and beverages and includes the major manufacturer of glass containers, brand owners and retailers.

The Glass Packaging Forum has been chosen to manage this project on behalf of the wider packaged goods industry including cans and plastic drinks containers.