

Glass Matters

UPDATE 22 – June 2009

UPDATE on LEGISLATIVE FRAMEWORK



The Forum submitted its feedback to the Ministry for the Environment's Discussion Paper on Waste Minimisation.

Approximately 250 submissions have been received by the MFE which is currently analysing those received to help inform future policy.

A campaign group bringing together local community networks was established to raise political and public awareness of over packaging or packaging which cannot be recycled in New Zealand and to call for packaging to be included as a "priority product" requiring a mandatory product stewardship scheme.

The "Get Real" campaign culminated with a "performance" by an acting troupe at Parliament presenting examples of "inappropriate packaging". The event was attended by the Minister to coincide with the closing of the Ministry for the Environment's

Discussion Paper on Waste. The Minister commented on the Packaging Accord:-

"The Government would not be renewing the Packaging Accord when it expires this year because it was "not a particularly useful instrument" and the new Act had the potential to "beef up agreements with industry around reducing packaging"

Australia's Environment Protection and Heritage Council has now published its findings into the most cost effective and productive method of recovering beverage containers. The detail is included in our report on international developments below however in short concurs with the research conducted in New Zealand by COVEC that introducing a container deposit system would be very expensive and would not deliver a significant increase in recovered glass.

The study favors schemes such as Advance Disposal systems which would deliver the greatest packaging recovery at a fraction of the cost of CDL.

Effectively the voluntary levy system which operates in New Zealand is an example of an Advance Disposal system.

ADVOCACY & COMMUNICATIONS



The campaign by the Community Network Recyclers has gained momentum around the country with Waiheke Island campaigners putting to music their dissatisfaction with the threat of being forced into commingled collections. This once again illustrates the ability of environmental campaigners to 'capture' the attention of the media albeit it has had no bearing on the decision of the Auckland council to move to commingling on the island.



However the Glass Packaging Forum has received favorable coverage in this context with John interviewed on TV1 about the issues relating to commingled collections and why the Forum provided funding to the Waiheke Resource Trust for a glass crusher on the Island to enable the community to process glass locally and to reduce the need for expensive transport costs to the mainland.

GLASS PRODUCT STEWARDSHIP



The Packaging Accord concludes on the 30th June 2009. The Forum has developed a comprehensive

product stewardship scheme which has clear objectives, KPI's and funding to deliver against the criteria set out in the Waste Act. Representatives from local councils and community network groups have agreed to provide strategic advice to the Forum to ensure all stakeholders are represented.

This "glass product stewardship scheme" would sit within an overarching packaging framework but each scheme could be accredited separately. Discussions with the Ministry for the Environment, the Packaging Council and other sector groups will continue to ensure we have a timely and cost effective model for our members.

The detail of this will be communicated at the AGM on the 12th August.

GLASS PACKAGING FORUM - AGM



TIME : 4.00PM
DATE : 12 AUGUST
VENUE : REMUERA ROOM
ELLERSLIE EVENT CENTRE
80 – 100 ASCOTT AVENUE
AUCKLAND
 (off Greenlane East Road)

We are delighted to have as our guest speaker **Rob Fenwick** who is **Chair of the Waste Advisory Board** which is charged under the Waste Minimisation Act with providing independent advice to the minister and Ministry for the Environment on waste minimisation issues. We have asked Rob to talk to us about product stewardship, the waste levy and the role of the Waste Advisory Board.



Rob Fenwick, Companion of the NZ Order of Merit. Founder Living Earth Ltd.

Rob Fenwick is a co-founding director of Living Earth Ltd, New Zealand's largest organic waste management and composting

business. He is Chair of the Waste Advisory Board.

He is also on the Executive Council of the New Zealand Business Council for Sustainable Development and is a previous Chair of LandCare Research. He has extensive experience in waste recovery and is a waste management entrepreneur. He is a trustee of Zero Waste Trust and was a member of the Government's National Waste Strategy working party.

Rob was the founding chairman of Ngati Whatua's successful broadcasting company Mai FM Ltd, is chairman of the Antarctic Heritage Trust, a trustee of Worldwide Fund for Nature (WWF), a director of Environmental Defence Society (EDS) and a trustee of Motutapu Island Restoration Trust. He is a member of Chapter of the Order of St John.

He was one of North & South Magazine's NZers of the Year in 2001.

PROJECTS



The Forum has allocated funds worth around \$80,000 to specific research and operational projects.

The Forum has provided assistance to the Wastebusters Canterbury Foundation to process a longstanding excess of recovered glass and to put in place glass bunkers for ongoing storage.

We have also approved funding for a trial and test protocol to be developed for using crushed glass in the manufacture of

concrete. This will be conducted by IANZ approved analytical laboratory Envirolab.

We have also approved funding for MetaNZ for two separate projects:-



Research to be conducted by the NZ Sports Turf Institute into the use of glass as a topdressing medium for golf course greens.



Preparation of a formal report by Eco Consult on use of glass as a filter medium at the Tikao Bay Waste Water Treatment facility.

COMMUNICATIONS: CONSUMER EDUCATION PROGRAMME PICK IT UP YOUTH CONCERT: 8TH JULY

The Forum takes its role of advocacy and education very seriously but understands that there cannot be single method of delivering the recycling message to all stakeholders.



PICK IT UP is a nationwide, public education programme which highlights the positive role of packaging, responsible disposal of packaging waste,

recycling, reuse and litter.

It is focused on teaching the younger generation about recycling and caring for your environment. The **PICK IT UP** brand was created and funded by the Glass Packaging Forum.

The programme aims to change the attitudes and behaviour of New Zealanders as to how they view waste as well as promoting individual responsibility towards the upkeep and maintenance of New Zealand.

PICK IT UP is fronted by Che Fu New Zealand's iconic artist-entertainer and recent Member of the New Zealand Order of Merit in the Queen's Birthday Honours, and a team of musicians, dancers and technical personnel. Dawn Raid, New Zealand's number 1 record label is promoting the initiative.



Che, husband and father of four, avid believer in the care, welfare and sustainability stewardship of Aotearoa, personally identifies with the vision and has worked with the

Glass Packaging Forum to develop this programme.

Che believes that through the medium of music and dance the public more easily grasp a message, run with it and promote and influence their peers. The vision for **PICK IT UP** is that it will become the iconic "anti litter" brand of Aotearoa.

On 8th July at the Telstra Clear Pacific Events Centre we will host the first **PICK IT UP** Youth Concert which will be the first youth gig extravaganza of its kind, strictly targeted at providing popular artists in a safe fun environment for kids on school holidays.

Some of New Zealand's hottest artists will be sharing the stage during the inaugural Auckland concert in the July school holidays, making this a gig not to be missed. Headlining are: Che Fu; multi-platinum selling Savage (two million singles sold in the USA); and Smashproof, who just broke the New Zealand record for longest consecutive No 1 single. They will be joined by DJ Sir-Vere, Sweet & Irie, DJ Manchoo, Devolo, Deceptikonz, Vince Harder, PNC, Sweet & Sour, Anonymous, and J Williamz. The gig, created specifically for the under 18's in a safe environment, has been specially priced at only \$10.00 a ticket thanks to **PICK IT UP**.

The event will be managed sustainably in terms of energy and waste management and lighting.

"We can learn much from our youth. I believe that one family member, one vote, one voice no matter how young can make a difference. I believe many of our young people value and respect Aotearoa and the environment. They are our future sound engineers, artists, All Blacks and computer experts. They are our future." **Che Fu**

We have some complementary tickets available on a first come first served basis. Contact donna.glassforum@xtra.co.nz

ADVOCACY: MARKET RESEARCH



As we are about to embark on a wider consumer awareness programme we have commissioned market research

to monitor the success of this campaign and to provide a wider insight into the attitudes of New Zealanders in terms of recycling glass containers.

The research will be used to inform our future advocacy and education programmes.

UNDERSTANDING OVERSEAS MARKET DEVELOPMENTS: WHATS HAPPENING IN THE UK?

We have reported on the leadership of companies such as Recresco in the UK in separating glass ready for the glass container market so whilst in the UK last month, Lyn Mayes took the opportunity to meet up with the team at Recresco's Ellesmere Port Recycling plant.

The plant is around 3 years old and was built to address the customer needs of Quinn Glass which established a new container making facility nearby. Recresco's focus is on providing the glass maker with suitable glass and assisting councils with putting in place the right systems to deliver.

The site uses US equipment company MSS and there are 9 sorters which colour separate.

Flint glass is sorted by positive sortation and then put through a negative sortation system.

The quality of the separated cullet means that over 90% goes to make new glass. Value of glass has not diminished and remains profitable.

A year ago 35% UK councils had some form of commingled collection. Today that is around 50% and growing.

Recresco has focused from the outset on separating colour mixed glass – rather than glass from bottle banks. However the market is now shifting to fully commingled council kerbside collections which is increasing the contamination levels.

Recresco is currently receiving commingled glass from one MRF but has had to reject glass from others which cannot process glass to the standard required. However emphasis now is on identifying solutions to ensure quality is improved.



Separated glass collections at UK recycling facility



Glass recycling at UK Supermarket

Developments in the wine industry

Quinn has developed a wine importing-and-bottling operation that has expanded the market for recycled green glass. They are now importing bulk wine from California as well as providing localized filling services.

INFORMATION: PACKAGING ISSUES AROUND THE WORLD



In UK

A new Packaging Strategy has been announced in the UK which will increase enforcement, potentially introduce a ban on materials (including glass) to landfill and encourage refillable / take back systems.

Under the plans the whole chain from production to disposal of packaging will be tackled:

- Enforcement action will be made easier against manufacturers of excess and unnecessary packaging, and consumers will be encouraged to continue to report excessive packaging to Trading Standards.
- The Waste & Resources Action Programme (WRAP) will work with manufacturers and retailers to reduce packaging for everyday products in line with the best on the market.
- The recyclability of packaging will be improved and clear guidance will be provided for manufacturers on designing it with recyclability in mind.
- The use of refillable and reusable packaging could be expanded, so in the future customers could have the option of buying anything from laundry detergent to coffee by simply taking empty containers back to shops to be refilled.
- The Government will work with local authorities and packaging producers to improve household recycling services, so that in future more types of packaging are collected for recycling.

- Recycling rates for plastic, glass, and aluminium will be targeted for improvement. This will mean more 'recycling on the go' points introduced in public places for drinks cans, and more glass collected for recycling from pubs, clubs and restaurants.
- Banning of some materials, such as aluminium and glass, from landfill altogether is also being considered.

USA



Last month the Maryland legislature held hearings a Bill requiring the majority of bars and restaurants to recycle their beverage containers and another Bill which would require the state to study deposits on returnable beverage containers and issues relevant to setting up container deposit legislation.

The glass container industry submitted testimony explaining the importance of sorted, high quality cullet for use in the manufacturing process, as well as the reduced greenhouse gas emissions that result when levels are high. **O-I**, the largest glass container manufacturer in the world, testified highlighting different avenues for recycling that assist the glass container industry's ability to better utilize what is collected in municipal programs.

and in Australia



The Environmental Protection and Heritage Council has released its assessment of potential options for national measures, including container deposit legislation, to address resource efficiency, environmental impacts, and the reduction of litter from packaging wastes such as beverage containers.

The assessment concludes that:-

All assessed policy options can make a contribution to the twin objectives of increased resource recovery and reduced litter. Their resource recovery cost-effectiveness varies in the range \$13 to

\$1,500 per tonne of packaging. The litter reduction effectiveness of the policy options is generally small.

The Container Deposit Scheme (CDS) is relatively expensive at an economic cost of \$492 million per year. A national CDS would require significant changes to collection and handling systems for all beverage containers, including those already being more cost-effectively recovered through municipal kerbside systems. With an estimated additional annual recovery of around 333,000 tonnes of packaging materials (beverage containers) the cost-effectiveness of CDS is around \$1,500 per additional tonne recycled.

The Advance Disposal Fee (ADF) scheme, which can fund improved recycling schemes, is much less expensive, at around \$42 million per year. The ADF annual recovery level is estimated as 611,000 tonnes of all packaging materials (including 130,000 tonnes of beverage containers) for a cost-effectiveness of \$70 per additional tonne recovered.

Program-based options, including improved recovery from the hospitality and retail sectors, and in workplaces, require only minor system changes. Other policy options, such as extending kerbside recycling, and improving recovery at core consumption centres also indicate promising results. They could be aggregated to form a discrete program, and could be funded via an ADF revenue or as part of the next round of the National Packaging Covenant.



This issue, along with archived issues of Glass Matters can be viewed on the Forum's website

<http://www.glassforum.org.nz/news.html#archive>

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