



## GLASS MATTERS UPDATE NUMBER 14 – March 2008

### UPDATE

We have had a remarkably busy start to 2008 and the pace seems unlikely to slow down in an Election Year with environmental issues and the "Waste Bill" firmly on the political agenda.

David Carter and John Webber presented to the Select Committee hearing the Waste Minimisation and Resource Recovery Supplementary Order Paper on 7<sup>th</sup> February.

The Select Committee raised questions about the economics of Container Deposit Legislation and showed interest in David's experience of the performance of CDL in South Australia.

This visit to Wellington also provided an opportunity to brief the Ministry for the Environment on our work programme for 2008.

The Steering Group has also been working on a strategic review to reflect on our role in 2008 and beyond. Created initially as a single issue organization, we have increasingly taken on an advocacy role to ensure that our voice gets heard amidst calls for CDL, mandatory product stewardship schemes etc.

The steering group will report back to members on its progress at the end of this financial year.

### GLASS RAP COMPETITION

Our commitment under the Packaging Accord requires us to raise consumer awareness of glass recycling. Given the

success we have had in promoting the 'mobile glass crusher' to local community media, the Steering Group agreed to a schools competition about glass recycling.

Over the summer break we reached a contractual arrangement with Kiwi rap / hip hop artist Che Fu to front a School Rap competition promoting glass recycling.

### GLASS RAP – Chorus



*"An empty glass bottle...Pick it up, PICK IT UP  
Round your house round your home... Pick it up, PICK IT UP  
On your way at school...Pick it up, PICK IT UP  
Recycle. What?...RECYCLE  
We like to keep it real green round here,  
ROUND HERE  
We like to keep it real clean round here..  
ROUND HERE"*

So on Friday 7<sup>th</sup> March school children and students from two Auckland schools joined Che Fu at Bastion Point to talk about recycling and to learn how to enter the nationwide Glass Recycling Rap competition.

David Carter explained that the competition is intended to encourage young people to recycle more glass:

*"Scientific data and recycling numbers are quite boring so working with someone like Che Fu to promote glass recycling has much more credibility."*

Che Fu told students from Orakei Primary and Selwyn College that he had jumped at the chance to be part of a campaign to promote the environment to young people because it was consistent with his approach to make positive music.

***And the Steering Group went along to learn all about RAP...***



Listen to the Che Fu Rap the Gap lyrics and **encourage your local schools to enter** the competition on the attached video link as follows:-

<http://vidego.multicastmedia.com/player.php?p=bz6f76f6>

The competition will run until the end of Term 1. The next generation of rap artists has a chance to win a package of prizes which includes recording their lyrics with Che Fu in an Auckland recording studio.

The competition is aimed at 9 to 15 year olds and asks them to put their thoughts on glass recycling to Che Fu's music.

Winning entries will be announced to coincide with World Environment Day on 5<sup>th</sup> June which will be hosted this year in Wellington.

## OUR WEBSITE

We've given the website a complete overhaul to make sure it's more HIP in line with our new younger audience. The site provides lots of information about glass recycling and what glass can be used for. Please take a look (and listen) and give us your feedback.

[www.glassforum.org.nz](http://www.glassforum.org.nz)

## Project Update

It's not all been about musical rap...

### Mobile Glass Crusher



Over the summer the crusher has been involved in several PR events culminating in an appearance last weekend crushing glass at WOMAD.

TV3 Christchurch ran an interview with John Webber about the crusher and uses for glass

<http://www.tv3.co.nz/Homeold/Video/Technology/tabid/253/articleID/42753/cat/75/Default.aspx?articleID=42753>

and Radio NZ ran the pod cast on glass for the Changing World nighttime educational programme on its Jim Moro afternoon show.

<http://www.radionz.co.nz/national/programmes/ourchangingworld/20071129>

Perhaps an unintended consequence of having launched the mobile crusher is that its presence appears to have created a glass crushing market which did not previously exist. A number of councils initially targeted as potential customers for the mobile crusher have now acted on their own initiative.

This is undoubtedly positive since our mission is to encourage glass crushing activities which will enable the glass to be recycled into other useful products.

### Media Coverage

1. *Che Fu raps it up for glass recycling with a class rap competition for schools*
2. *Che Fu debuts recycling rap at weekend gig on Auckland's North Shore*
3. *Schools get behind Che Fu recycling rap*

What Now kids' show will feature the Che Fu rap on its Easter Sunday show and there has been good coverage in national print media with lots of local community papers also covering the story from a local perspective.

### Alternative Uses for glass...

#### Palmerston City Council Recycling Report

A very comprehensive report has been prepared which outlines the optimum recycling collection and processing arrangements to maximize recovery and reuse. We expect the council to release this report in the next few weeks.

#### Cook Islands recycling

The Forum received a request for financial support from the Cook Islands to help resolve their recycling issue. The Steering Group have advised them that they will share industry experience but are reluctant to make a financial contribution.

#### Tararua Resource Recovery

Funding has led to research carried out by Massey University into developing and marketing an insulation product comprising a mix of glass and polystyrene.

### NZ industry update

The Packaging Accord 2004 is a 5 year agreement which ends in 2009. Negotiation with government on a 3<sup>rd</sup> Accord to commence in 2009 is a priority for the packaged goods industry.

The Packaging Accord will host a 1 day seminar on the Accord on 15<sup>th</sup> April. Please contact: [p.curtis@packaging.org.nz](mailto:p.curtis@packaging.org.nz) for more details.



#### VISY Materials Recovery Facility (MRF)

The new Auckland based MRF is on schedule to open in July 2008.

#### Wellington Students back container deposit scheme

Following Otago University bottle buy back last year, Victoria University students were encouraged in their orientation week to engage in a container buy back scheme. This was endorsed by Warren Snow and Envision and Wellington City Council to promote CDL.

<http://www.wellington.govt.nz/news/display-item.php?id=3164>

## Packaging issues around the world

### *In Europe*

The recently introduced [European Standards for Aggregates](#) do not discriminate between different sources, and are for “aggregates from natural, recycled and manufactured materials”. The focus is on fitness for purpose rather than origin of the resource.<sup>1</sup>

Glass is included as a secondary material along with ash, used foundry sand, spent oil shale, recycled plastic and recycled tyres.



### **In the UK**

#### ***Dramatic increase in glass recycling targets in UK***

On 14 March 2008 the new Producer Responsibility Obligations (Packaging Waste) Regulations (Amendment) 2008 come into force.

Defra says its packaging waste recovery and recycling targets for Great Britain will increase from 2008 onwards. Glass targets for business recycling will increase from 60% which was the target set for the 1<sup>st</sup> agreement phase ending in 2008 to 81% by 2010.

1

[http://www.aggregain.org.uk/more\\_information.html](http://www.aggregain.org.uk/more_information.html)

## UK study finds glass bottling produces similar carbon emissions to PET



A study published by WRAP suggests that the bottling of Australian wine in the UK using light glass bottles with a high recycled content produces roughly the same CO<sup>2</sup> emissions during production and transportation as PET bottling.

According to the study, manufacturing glass is less carbon intensive than manufacturing PET on a per unit weight basis. However a PET wine bottle can be manufactured of lower weight than the glass equivalent and lightweighting has been shown to reduce CO<sup>2</sup> emissions with regard to transportation of loads.

This means that when the total emissions are compared the lower weight of the PET is offset by the carbon intensity of the material to give similar overall results to the light weight glass equivalent.

For both glass and PET the study shows that incorporating recycled content reduces greenhouse gas emissions.