



# GLASS PACKAGING FORUM

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PACKAGING  
FORUM

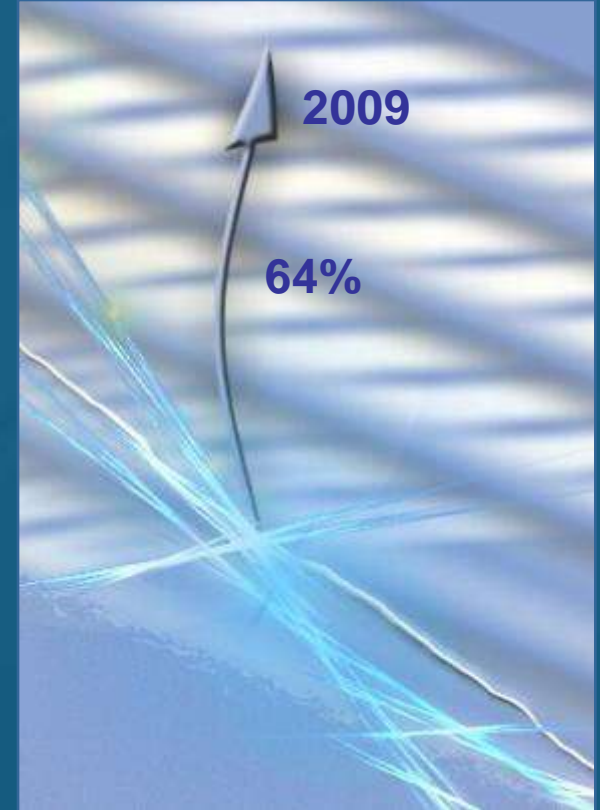


# GLASS PACKAGING FORUM

**role and responsibilities**

clear – concise – well defined

**GLASS**  
PACKAGING  
FORUM



- address glass stockpiles
- meet/exceed accord target by 2009

complications to the objectives have been...

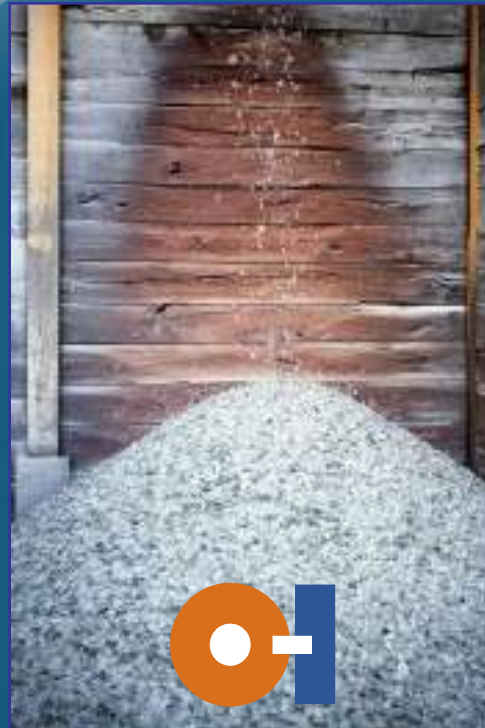


■ commingling



■ waste minimisation act

64% recycling rate – tracking well!



- ongoing task to ensure sufficient quality cullet to satisfy glass container manufacturing

as the construction of the new furnace continues



- glass production in New Zealand set to increase by 66% at the end of 2010
- using cullet in new glass production has wide reaching environmental benefits

best cost – product stewardship



- Forum's Glass Product Stewardship Scheme lodged with Government for accreditation

targets must be supported by

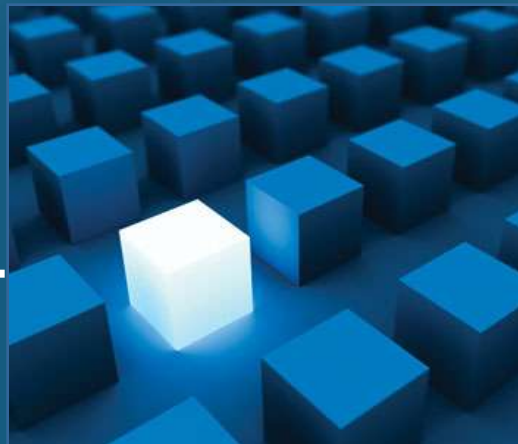


## measurable targets and timeframe

<b>PARAMETER</b> e.g. volume of glass recycled etc	<b>SPECIFIC TARGET</b> e.g. tonnage, percentage etc	<b>TIMEFRAME</b> list approx date
1. Glass recycled due to projects or funding from scheme	tonnage	annual
2. Contribute to and collate data to identify glass recycled as % of consumption by weight	65% 67% TBC	2011 2013 2015
3. Target % improvement of glass recycled into higher value uses, including new containers	maintain +5% + +	2010 2011 2012 2013

<b>PARAMETER</b> e.g. volume of glass recycled, etc	<b>SPECIFIC TARGET</b> e.g. tonnage, percentage, etc	<b>TIMEFRAME</b> list approx date
4. Completeness of scheme - industry members	85% industry involved 95% industry involved	2011 2015
5. Compliance with code of practice : Monitor glass profile and design	Kg glass packaging per kg product sold	Start reporting 2010
6. Engagement with local government	% involvement communication with council waste management teams through newsletter, projects, provision of Mass Balance Data and advisory board	Annual review

<b>PARAMETER</b> e.g. volume of glass recycled, etc	<b>SPECIFIC TARGET</b> e.g. tonnage, percentage, etc	<b>TIMEFRAME</b> list approx date
7. Engagement with recyclers of NZ and community networks	\$'s funding, project reports and involvement in Advisory Board	Annual review
8. Consumer awareness programme	20% budget allocated	2010 (annual budget review)
9. Kg carbon used in glass packaging per kg product produced.	kilograms	Stretch target for 2015



# innovation

programmes



utilisation of waste container glass

raison d'être : find alternative uses for surplus glass



- over last 4 years the GPF have moved from 'subsidizing' to 'providing financial support' for projects now coming to fruition



projects

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## aggregate



- 52,000,000 million tonnes of aggregate used annually
- scope to use glass – max 40,000 tonnes = .0007%
- issues: how to crush glass / operational costs incurred

## building slabs



- successfully trialled using glass aggregate
  - met building inspector's criteria
- formal engineering report now completed allowing method to be promoted widely

roading



- Transit NZ amended spec for MD4 material
  - no further trials required
- to be cost effective suggest 2000 tonnes be used at a time
- issue : tonnage may exceed storage facilities for collectors

## golf courses and sports fields



- glass successfully used for both “coring” and “bunkers” in trials
- NZ Turf Institute monitoring progress  
trial period = 2 years  
also doing trials using glass  
as a general lawn sand

mulch



- wineries which have trialled glass all report significant gains in yield

## filtration



- crushed glass is recognised as an excellent medium for filtration

## sand blasting



- sand blasting enjoys a steady market for a preference of crushed glass over sand for blasting



- over the past year the Forum has continued to fund research reports into alternative uses

*Building Slab Report*

*Envirolab Geotest – Recycled Crushed Glass Testing Aggregate*

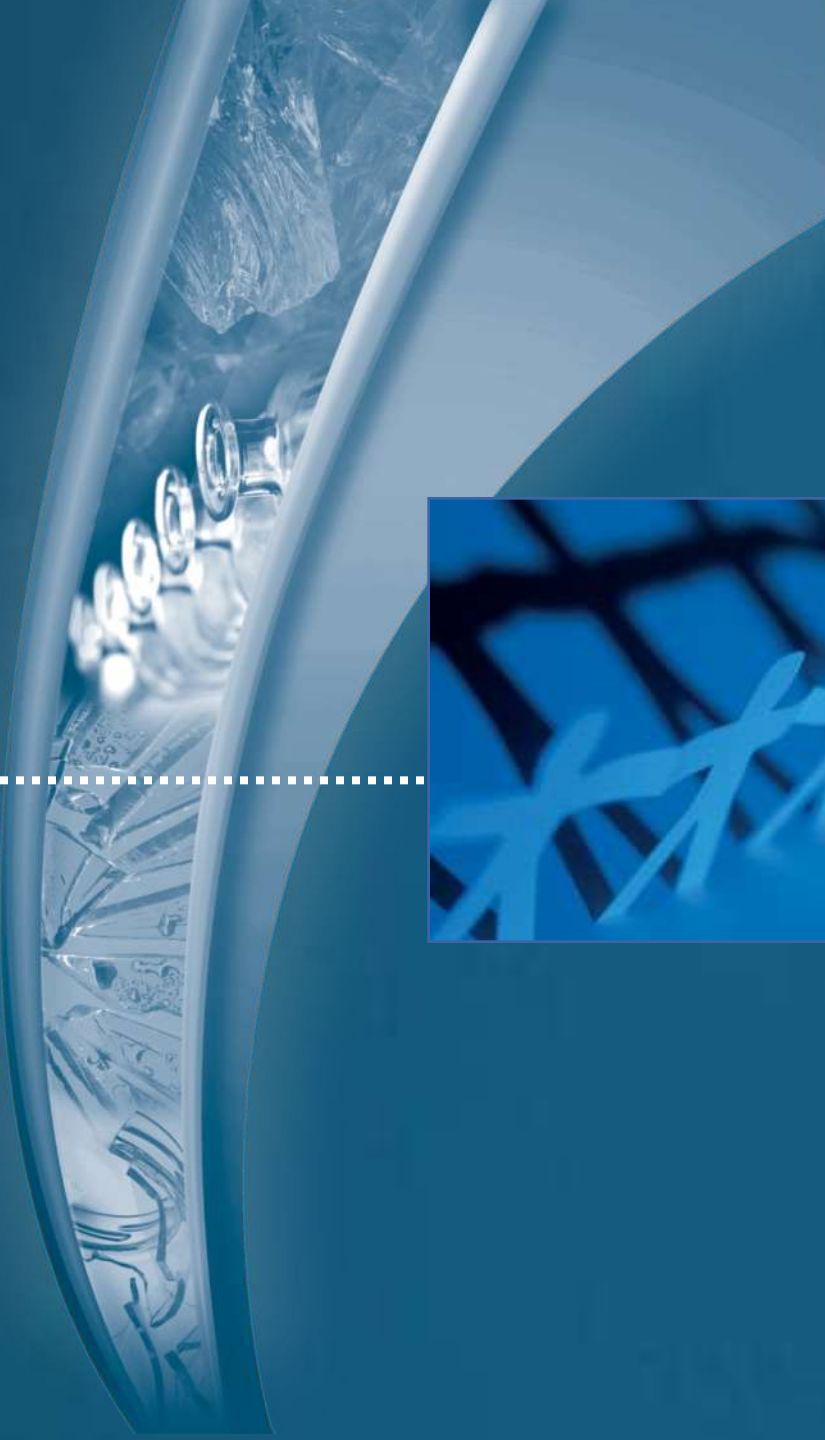
*Eco-Consult Report – Filtration Medium*

*To access these reports please email [donna.glassforum@xtra.co.nz](mailto:donna.glassforum@xtra.co.nz)*

## infrastructure for collections



- the Forum has amended its policy to consider supporting the development of infrastructure on a case by case basis



# advocacy

challenges for new zealand glass recovery



waste minimisation act

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## waste issues



- GPF see opportunities for organisations to gain funding for developing commercial solutions and related educational programmes

waste levy



- while packaging is not regarded as the most serious of waste issues it is ranked in the top 10 and is continually brought to Central Government's attention



## market research

ensuring activity and dollar spend are heading in the right direction

- national online ShapeNZ survey commissioned by the Forum
- results are based on the views of 2397 respondents
- Responses weighted by age, gender, ethnicity, employment status, personal income & party vote 2008 providing representative population sample
- maximum margin of error on the national sample is +/- 2%



what did we ask?



- consumer attitudes to glass containers, recycling at home / outside
- role of industry in promoting recycling
  - is music an effective means of educating young people?
- how should recycling be funded?
  - attitudes to product stewardship

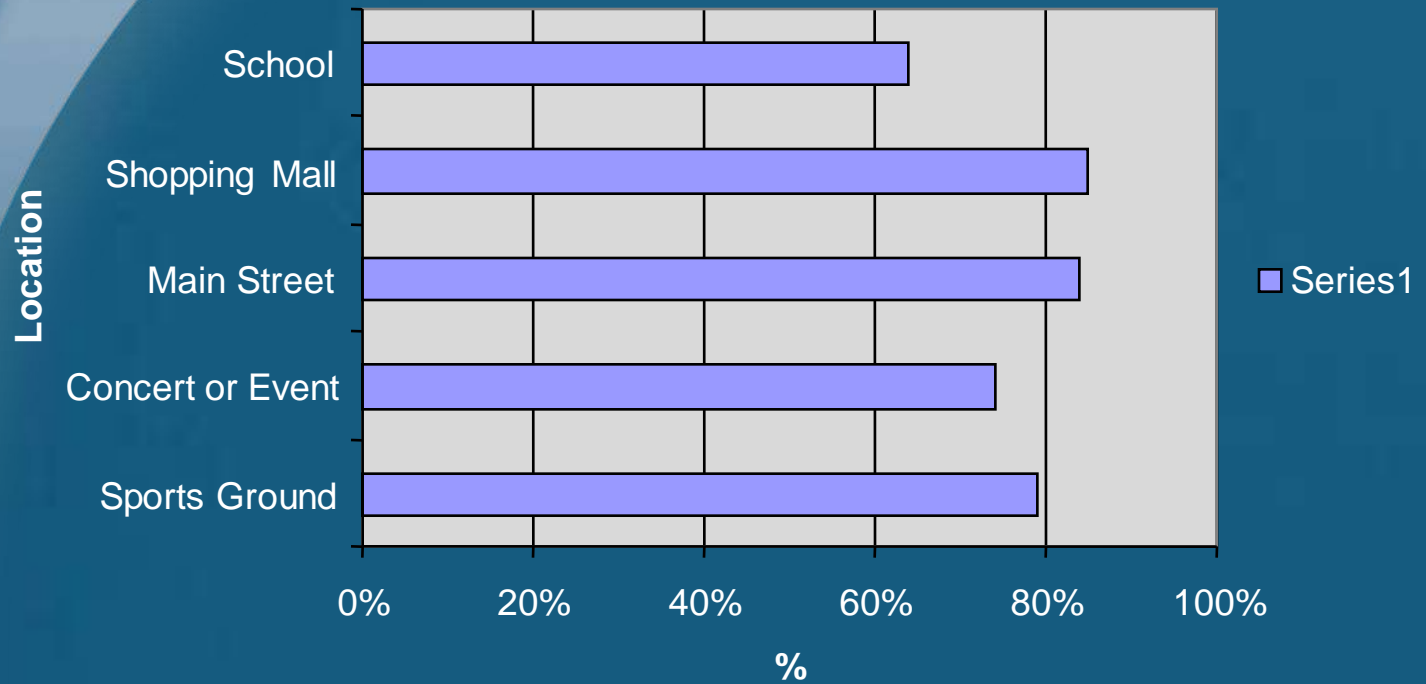
## consumer attitudes to recycling



- 80% think they are good at recycling
  - 75% have a kerbside collection
- 40% have commingled collections in a wheelie bin
  - 51% have a weekly collection

people want more recycling bins  
outside the home....

### Where would you use a recycling bin?



## role of industry in promoting recycling?

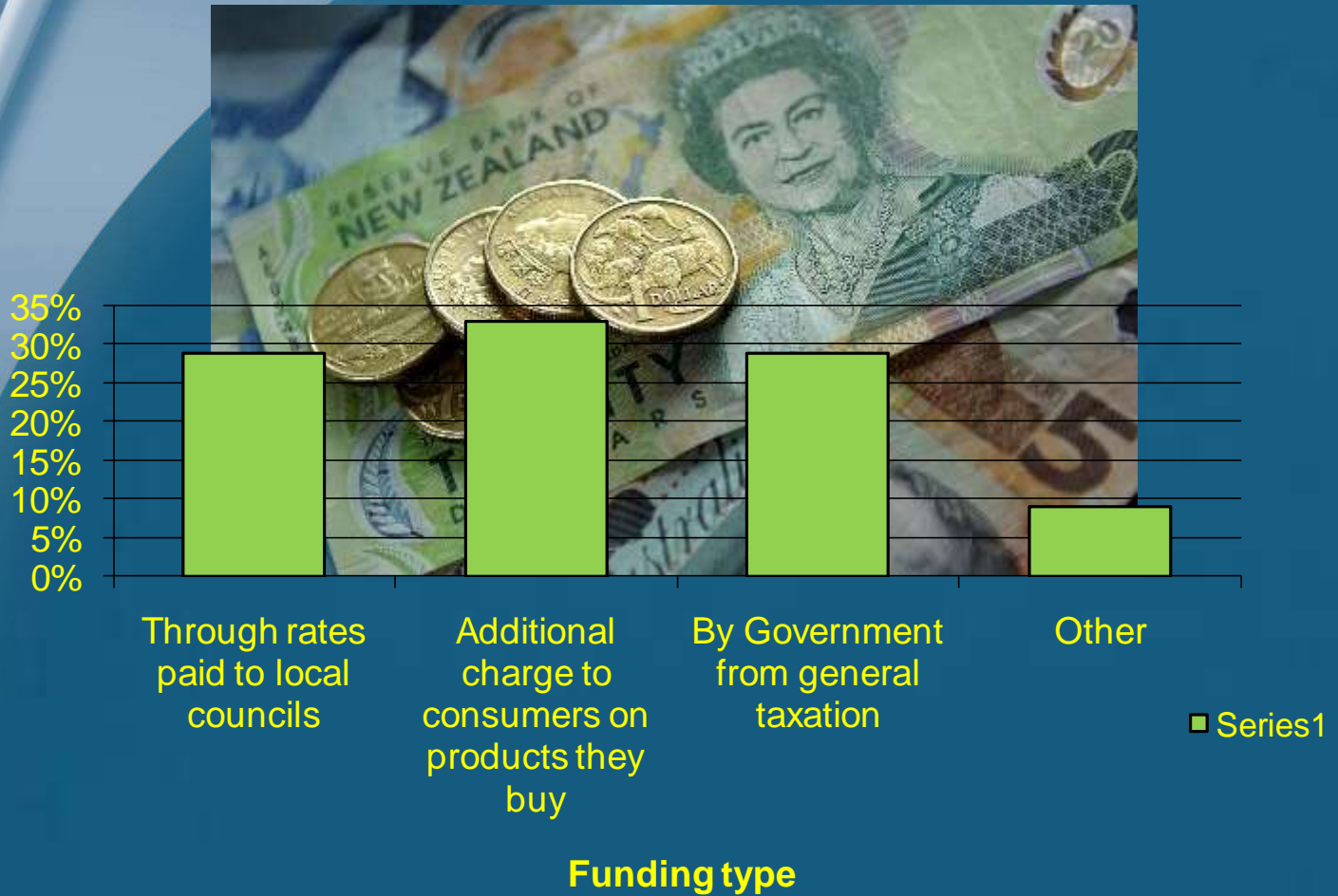


- 88% people don't know the Glass Forum exists to promote recycling; but
  - 92% people think we should (and that it is business's job to promote recycling)

- 47% people think PICK IT UP concerts to promote recycling and anti litter are effective means of getting message across
- 50% would encourage their kids to attend
- around 40% respondents think rap is a good vehicle to deliver message to young people
- others said need to target older generation with different music type



# how should recycling be funded?



- 34% would support a charge on containers versus 63% who are neutral or opposed
- 82% prefer kerbside collections and more public place recycling


support for CDL?



## voluntary or mandatory product stewardship?

- 46% support voluntary packaging scheme and priority given to other wastes
- 38% support mandatory involvement in packaging product stewardship scheme
- but support drops if the cost of implementation increase cost of goods at shops by 10 cents





# REDUCING OUR CARBON FOOTPRINT

carbon footprint

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## carbon footprint



- recovered glass requires much less energy for re-melt and produce less volume of emissions than virgin material
- the GPF will continue to encourage the collection of high quality cullet suitable for furnace use



supplying quality glass for the New Zealand  
manufacturer

# partnerships with local authorities



**PALMERSTON NORTH  
CITY COUNCIL**



**KAROROA  
DISTRICT COUNCIL**

minimising the effect of single bin collections



## support for community recyclers



- support for maintenance of current kerbside programmes



education

## ■ PICK IT UP

nationwide social responsibility, anti litter programme targeting initially New Zealand youth through 'under 18 school holiday concerts' using iconic NZ hip hop and rap artists

■ education is a key tenet of the Forum's Product Stewardship scheme

■ the Forum is moving to have PICK IT UP become an independent charitable trust so that the programme/message is available for all New Zealanders to use

