

The Packaging Word is the official publication of The Packaging Forum | packagingforum.org.nz



EDITORIAL

Rob Langford

Chair The Packaging Forum

EVERY SUMMER New Zealanders and 500,000 international visitors enjoy relaxing at our beaches and parks, playing or watching sports and attending festivals and concerts. It's also the busiest time of year for the waste industry. In December over \$6 billion is spent on consumer goods so it's not surprising that we generate nationally around 30% more waste at this time of year. In our seaside and tourist areas such as Thames Coromandel, Tasman, Queenstown Lakes and Bay of Plenty, waste volumes can quadruple – and overflowing bins create litter.

As part of our Let's Put Litter in its Place campaign, we have introduced smart technology rubbish and recycling facilities in four pilot regions (Marlborough, Queenstown Lakes, Tauranga and Rotorua) over the summer. These bins are being fitted with intelligent (Eyefi) technology which sends the contractor an alert when they need to be emptied. In summer, this might be several times a day. Off peak it might be once a week. We've designed the bins so that they can be easily recognised by colour and size and with clear signage in several languages. It's early days but feedback is positive and we're looking to incorporate

any improvements into the specifications before we roll out further.

Through our Public Place Recycling and Glass Packaging schemes we have supported waste minimisation at events attended by over 400,000 people over the summer. Last year we stipulated that our funding should contribute to post event sortation or activations at events to ensure that the waste stream is clean for recyclers and composters. This is helping to improve the quality of recovered materials and the recycling rate.

With packaging much more often in the media, it's encouraging to see positive coverage and support from local government for our successful soft plastics recycling scheme. We're now collecting 12 tonnes of soft plastic materials every week. With further expansion planned, we are trialling processing solutions here in New Zealand and off shore to create markets for what is effectively a low/no value material.

China's ban on importing recyclable waste is now impacting other Asian markets resulting in increased costs for recyclers and challenging EU recycling rate targets. This is changing the paradigm for waste management but is an opportunity for New Zealand to invest in local

solutions for materials which are not currently able to be processed on shores (mixed paper; coloured PET plastic (1), plastics 2-7).

Late last year, The Auckland Council released its "Cost Benefit Analysis of a Container Deposit System" prepared by Sapere Research Group. Our scheme managers have met with Auckland Council and we will continue discussions with local and central government because it's imperative that industry is informing the debate. We're closely watching the roll out of the CDS in New South Wales as NSW also has an existing comprehensive kerbside collection.

We continue to work hard at finding sustainable solutions and alternates for waste materials. This has become more challenging as on-shore and near shore infrastructure to manage the reuse is currently limited hindering the ability to deliver a local circular solution.

We are looking forward to discussing priorities with Minister Sage and her department and we very much appreciate the Minister's willingness to give her perspectives on packaging and waste in this newsletter.

Nga Mihi

PERSPECTIVES | HON. EUGENIE SAGE

ASSOCIATE MINISTER FOR THE ENVIRONMENT



SINCE I BECAME Associate Environment Minister with responsibility for waste I have been struck by how much New Zealanders really care about this issue and its harmful impact on our environment, especially the oceans. The message I've got is that it's time for change.

UK Prime Minister Theresa May's announcement in January that her government would eradicate avoidable plastic waste by 2042 sparked considerable media interest in New Zealand and several requests for interviews. So did China's decision to ban the import of waste including types of plastic.

Responding to the media highlighted to me that New Zealand's story as a country is not a good one – though I acknowledge the many voluntary efforts underway.

Companies like Progressive Enterprises, Foodstuffs, Mitre 10 and Z Energy are showing great leadership phasing out single use bags. The supermarkets' initiatives will cut use of single-use plastic bags by 75%.

Retailers have picked up the soft plastics scheme which has been part-funded through the Waste Minimisation Fund and gives some people places to take bags for recycling.

A World Bank ranking of New Zealand as the tenth worst nation for creating urban waste per capita is nothing to be proud of. Another report, commissioned by the New Zealand Waste Levy Action Group, found that as a nation we discard 15.5 million tonnes of waste each year and only recycle 28% of it.

After nine years of a hands-off National government it's time to start taking the waste issue more seriously.

Significantly reducing waste going to landfill by 2020 is a key goal of the Green Party's confidence and supply agreement with Labour and is a priority for me as Associate Environment Minister.

The Waste Minimisation Act 2008 resulted from a Member's Bill by Green MP Nandor Tanczos. It's a good Act but it hasn't been used to best effect. I am looking at how

HOT OFF THE PRESS!

RADIO NZ OUTSPOKEN TAKING OUT THE TRASH

RNZ's Teresa Cowie spoke to industry players and environmental campaigners at the forefront of helping consumers recycle, and those pushing for more to be done. Consumer New Zealand chief executive Sue Chetwin noticed a big change in consumer attitudes to single-use plastic bags. Sandra Murray from the Product Stewardship Council said even the progress on soft plastics was not enough – not all producers were participating in recycling schemes, which meant it created a non-level playing field. Lyn Mayes for the Packaging Forum, said many types of packaging were chosen for a specific purpose. "packaging is actually there for a reason ... to protect and preserve your food and groceries so without appropriate packaging we'd actually have a lot more food going to waste."

Listen to the discussion on:
bit.ly/RNZ-Outspoken

RHEEMA RADIO HOW WE CAN RECYCLE MORE OVER THE SUMMER

Over the summer New Zealanders generate a whole lot more waste – in fact 30 percent more. Mayes talks to about how we can decrease the amount of stuff given to landfill this Christmas.

bit.ly/Rhema-reducing-waste

the Act's been implemented and will be ensuring that its tools are better used.

We need to reduce waste, apply the landfill levy to more landfills, and look at container deposit and product stewardship schemes and other options to reduce waste across the board. Plastic bags, which are used once and thrown away, need to be phased out.

The Waste Disposal Levy Review that the Ministry for the Environment did last year found that we need to measure the

problem better to understand the scale of the problem and target action. Improving the information on waste is basic to tackling the waste problem and being able to measure how well we are doing.

It will take a few months to review what's been happening and to pull together research and analyse what's been done overseas before I implement changes.

New Zealand has been a laggard in this space for years, but that's not going to be the case under this Government.

PERSPECTIVES ON PACKAGING

REDUCE REUSE RECYCLE

The Packaging Forum welcomes members that produce reusable packaging.

We've developed our own Let's Put Litter in its Place reusable shopping bags and our partner Be a Tidy Kiwi has created BATK reusable coffee cups.

In 2013, member Kai Carrier created reusable food pouches and packaging as an innovative alternative to single use packaging. Owner Kylie Matthews initially designed a reusable 'suckie' pouch and there are now eight pouches including sandwich bags, snack packs, storage bags and even pouches designed especially for those who are tube fed. Kylie says that Kai Carrier has prevented over 12.2 million items of single use plastic and packaging ending up in landfill. At the end of their life, the pouches



(and our shopping bags) can be recycled in our soft plastic recycling scheme.

Check out the full range at kaicarrier.co.nz.

As an exclusive offer for members enter the code PPRS at checkout to receive 20% off your order.

HOT OFF THE PRESS!

RADIO NZ KIWIS GENERATE 734KG OF WASTE EACH PER YEAR.

NITA BLAKE-PERSON

New Zealanders currently generate about 734kg of waste each per year up by around 20% over the past three years. Associate Environment Minister Eugenie Sage wants a review into the Waste Minimisation Act, which was created in 2008 to reduce the amount of harmful waste created and disposed of in New Zealand. Among the waste New Zealand currently sends off-shore for processing is soft plastics. Soft plastic recycling scheme manager Lyn Mayes said the amount of soft recycling in 2017 had risen to more than 350 tonnes, up from just over 100 tonnes in 2016.

FAIRFAX MEDIA NORTH AUCKLAND SHOPPERS ARE AMONG THE TOP IN THE CITY FOR HELPING TO INCREASE AUCKLAND'S SOFT PLASTIC RECYCLING EFFORTS

MADDIE HUGHES

North Auckland shoppers are among the top in the city for helping to increase Auckland's soft plastic recycling efforts. Residents in the Glenfield, New Lynn, Birkenhead and Albany areas are in the top four, respectively, for producing the most soft plastic recycling. Lyn Mayes said expansion of the programme and residents realising what it was about had helped.

PROJECTS & INITIATIVES

Advertising and promotions

THE BREEZE & MORE FM SUMMER BEACH CLEAN UP

In December we joined forces with The Breeze and More FM in Taruanga, Queenstown Lakes and Rotorua with a community beach clean up.

Mark and Jolene from The Breeze Tauranga told listeners that in just two hours on a Saturday morning two weeks before Christmas volunteers picked up 13.27 kilograms of rubbish which is around 500 pieces of rubbish.



LET'S PUT LITTER IN ITS PLACE

The TV campaign featuring Lucy Lawless and Ian Mune ran from 6 weeks from October 2017 and reached over 1.15 million viewers with most people seeing the TVC when they were watching One News, Shortland Street, The Chase or Home and Away. Lucy And Ian have been back on TV1 and 2 in February reminding viewers "It's just how we do things around here".

For examples of the campaign check out:
facebook.com/JustHowWeDoThings/

If you are one of the 1.2 million listeners to The Breeze around the country, you should have heard our radio adverts which ran over the summer.

We're already working with our media partners on our 2018 campaign.



HOT OFF THE PRESS!

WHANGAMATA COASTAL NEWS USER PAYS RECYCLING

Following news about glass not being collected at commercial premises in Coromandel; Dominic Salmon, 3R, scheme manager Glass Packaging Forum points out that businesses having to pay for their glass recycling is nothing new. Nationally, commercial glass recycling is a user-pays model.

MINISTRY FOR THE ENVIRONMENT FACEBOOK A STATE OF THE ART RECYCLING FACILITY IN LOWER HUTT THAT TURNS PLASTIC WASTE INTO FOOD-SAFE PACKAGING - KIWI INGENUITY!

Flight Plastics has just bought and re-processed its first 1,000th tonne of plastic waste. This is a step in the right direction for Aotearoa to significantly reduce our volume of imported plastic and take responsibility for the waste we are generating.

The Ministry is proud to have supported Flight Plastics with \$4 million of funding under the Waste Minimisation Fund. Watch the video to find out more this great circular economy opportunity!

bit.ly/Flight-video
bit.ly/MFE-FlightPlastics

Event Round-up



AROUND THE COUNTRY

Over the summer, we have promoted the Let's Put Litter in its Place campaign at events around the country including at Auckland Council's Movies in Parks, and helping to increase recycling and composting from events.

COCA COLA CHRISTMAS IN THE PARK

AUCKLAND & CHRISTCHURCH

Over 300,000 people enjoyed fine weather and joined in the Christmas Carols at the annual free concerts at the Auckland Domain and Christchurch's Hagley Park. And it has also proved to be the best ever recycling performance with 81% waste diversion in Auckland managed by Clean Events. They also managed the process in Christchurch for the first time resulting in an impressive 62% waste diversion by Waste Management turning round previous years of heavily contaminated recycling. Jason Gunn encouraged people from the stage to use the Love NZ recycling bins as well as playing the Let's Put Litter in its Place video clips.

WAITANGI DAY FESTIVALS

MANUKAU & PORIRUA

The Waitangi Day Festival of the Elements® is a partnership between Porirua Community Arts Council in alliance with Ngāti Toa Rangatira. This year was its 25th anniversary and the Packaging Forum was delighted to provide funding to support waste diversion and better environmental outcomes.



MUDTOPIA ROTORUA

Whilst baking under the hot sun in mud isn't everyone's idea of fun, the Mud Festival in Rotorua delivered on its promise to provide an adventure land of muddy madness, music and mayhem and 100,000 litres of genuine Kiwi mud. Clean Events took on the clean up.



INVESTMENT IN INFRASTRUCTURE

Sports and the environment



Last year we worked with Project Litefoot to put recycling and rubbish stations into Hamilton Netball Centre. In the first month 33kg was recycled. That's a lot of drinks bottles, cans and containers.

The project is so successful, we've agreed to fund five recycling stations at North Harbour Hockey, North Shore Auckland and four sets of recycling stations at Whangarei Netball Centre.

Every week 10,000 people pass through North Harbour Hockey centre which is home to the Black Sticks. The club has tried recycling but had problems with too much contamination so working with Project Litefoot and Love NZ NHH will be creating an education programme around the recycling and rubbish centres and promoting our Let's Put Litter in its Place campaign.

WHANGAREI NETBALL CENTRE

The Whangarei Netball Course is a community hub with 68,500 visitors every year creating over four tonnes of waste which has gone to landfill. The netball club will be using its players to help educate people about where to put the trash.



EDUCATION TREAD LIGHTLY CARAVAN

We've been working with the Tread Lightly Caravan for two years helping bring education about recycling and litter into Auckland Schools. In 2017, the Tread Lightly Caravan hosted 6651 students from 19 schools and in 2018 it has bookings for 9000 students from 20 schools. The Public Place Recycling Scheme is delighted to continue our sponsorship of this programme which also brings soft plastic recycling into schools supported by member Asaleo Care.

SMART TECHNOLOGY BINS

We've installed 41 "smart" bins to minimise overflow and reduce collection costs in Marlborough, Queenstown Lakes, Rotorua and Tauranga and a further nine sets to be installed around Wellington. These clever bins have eye-fi technology and they tell the collector when they are getting full and need to be emptied. This stops bins overflowing and reduces servicing costs. We've also added signage in Te Reo Maori, Mandarin, Japanese and Korean.

Each region selected the combination of bins which suit their recycling needs. Rotorua, Wellington and Queenstown Lakes have a blue glass recycling bin as well as the yellow commingled recycling bin.

Early results are really encouraging with three times as much being collected as in standard bins and collectors saying that contamination levels are less than 10%. We've got cameras in the recycling bins too to monitor contamination.

We'll be using the experience from the pilot regions to make minor adjustments to the design. If you're interested in being part of our 2018 pilot, please get in touch.



FUNDING PATHS BACK TO THE FURNACE

The end of year and festive season usually sees a slowdown for most businesses, but this time of year often highlights challenges with glass recycling and this season has been no different.

As such the primary aims of the Glass Packaging Forum are to improve the quality and quantity of glass back to the furnace at O-I, find alternative uses for glass and improve the profile of glass as a highly recyclable, circular resource. As such the GPF 'Flying Squad' continually work with councils, waste management contractors and other businesses and groups that deal with container glass to achieve this.

One aspect of this work is the review of grant applications for infrastructure, equipment, research and education. This quarter, Glass Packaging Forum has awarded three grants; one for public place bottle banks in Queenstown, another to Green Sky Waste Solutions in Hawke's Bay to increase their glass storage capacity, and a third will bring recycling closer to home for two rural Marlborough communities.

The GPF scheme managers 3R Group have been working closely with the Queenstown Lakes District Council (QLDC), which faces particular issues with glass recycling. QLDC currently sends all kerbside collected glass to landfill due to contamination by other waste.

The council is currently reviewing its kerbside glass recycling



collection to address the issue prior to the next contract round in 2019 and the GPF is providing assistance to improve glass recovery rates in the area.

In the meantime, a grant of just over \$10,000 from the Forum will see the installation of four public place bottle banks around the Wakatipu Ward. It estimates the bottle banks will divert between 1.5 and 4.5 tonnes of colour-sorted glass a week back to recycling.

Residents and tourists can be confident that glass disposed of through the GPF funded bottle banks will be recycled.

Green Sky Waste Solutions, which has had the kerbside recycling contract for the Napier and Hastings councils since 2013, were able to increase the size of their glass storage facility thanks to a grant of just under \$17,000 from the Forum. Green Sky have also recently been awarded the Central Hawke's Bay kerbside and refuse transfer station contract, adding pressure to their already strained storage facility.

The grant has allowed Green Sky to more than double their concrete bunker storage system. This has relieved this pressure as well as improved health and safety and

onsite traffic congestion. It also allows for alternative freight options to be considered to get glass back to the furnace in Auckland.

In Marlborough, a grant of \$10,000 as well as a \$10,000 Public Place Recycling grant has helped fund the placement of two 20m³ rural community recycling containers in two communities. They join a network of seven other containers in the region, which collectively saw just over 200 tonnes of glass diverted from landfill last year.

The containers – located at in the Marlborough Sounds and Awatere Valley – provide a far more accessible recycling option for residents and tourists and will capture new glass for recycling.

DO YOU HAVE A BOTTLENECK?

If you want to improve outcomes for glass in your region but are finding obstacles in the way, talk to us about how we can work together to find a solution. GPF scheme managers, 3R Group, have an experienced team who can work with you and other stakeholders to clear that bottleneck.



The Breeze Auckland presenters
Jeannette Thomas and Robert Rakete
celebrate donation of Bench to
Wynyard Quarter.



365 TONNES OF SOFT PLASTIC MATERIALS (91 MILLION BAGS) COLLECTED FOR RECYCLING IN 2017

The Scheme has been lodged with MFE for accreditation under the Waste Minimisation Act. The Packaging Forum has taken over the management of operations at the request of REDCycle who want to focus on their Australian expansion. We continue to work together on identifying end of life solutions for both markets.

The Breeze promotion to encourage consumers in Auckland resulted in an uplift of around 21,000 bags and wrappers over a two-week promotion. The Breeze and The Packaging Forum have donated a bench made from 15,000 bags at the Sustainable Coastlines Education Centre in Wynyard Quarter.

HOW ARE WE DOING?

- **477 tonnes** of soft plastic materials **collected** since December 2015
- **365 tonnes collected** in 2017
- Current weekly collection = **12 tonnes per week**
- **350+ stores** now offer the service
- Accessible to over **74% NZ ratepayers** within 20km of home or work



More and more member brands are putting our soft plastics logo on their packs

THE FORUM WOULD LIKE TO WELCOME OUR NEW MEMBERS

SOFT PLASTIC RECYCLING

Coffee Supreme
Ecolean
Epic Dairy
Raglan Coconut Yoghurt
Sealed Air
Virbac NZ

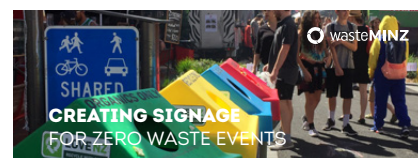
PUBLIC PLACE RECYCLING

Caspak

WHAT'S THE BEST SIGNAGE TO DELIVER ZERO WASTE EVENTS?

Take a look at the latest guidance prepared by WasteMINZ which provides clear and simple signage for rubbish, recycling and food scraps.

bit.ly/EventRecyclingSignage



Clear and simple signage for rubbish, recycling and food scraps can help minimise the rubbish generated by an event and reduce contamination.

New Zealand has nationally agreed colours for different waste types to help reduce confusion for the public. Typically the body of a bin is a dark colour and the lid is coloured. The agreed colours are shown here.



If your bins and lids are all black, or the incorrect colour, then signage is key. When it comes to event signage you have four main options to help people identify which items should go in which bins:

1. Words
2. Words and symbols
3. Photos
4. Actual objects

WORDS

Label the bins with the name of the waste stream and choose words that the public understands.

The recommended wording is:

- Rubbish
- Recycling
- Food scraps
- Food scraps and compostable packaging
- Glass

INTERESTED IN RECYCLING SOFT PLASTICS?

We are interested to hear from New Zealand recyclers who can take soft plastic materials which are a mix of polyethylene and polypropylene.

COFFEE CORNER

IN THE NEWS

STUFF: CONFUSION SENDS MILLIONS OF COMPOSTABLE COFFEE CUPS TO LANDFILL

Madison Reidy interviews several PPRS members to discuss the Forum's work on finding solutions for coffee cups. The Packaging Forum estimates that 295 million cups hit landfills each year – compostable cups included. 11 commercial composting sites can accept compostable coffee cups. Lyn Mayes said the Forum plans a certified logo to identify compostable cups and to find better ways for industry to collect compostable cups and dispose of them.

bit.ly/CCCtoLandfill

IDEALOG: NEW ZEALAND'S GREAT DISPOSABLE COFFEE CUP CONUNDRUM

Andy Kenworthy talks to coffee cup manufacturers about a burning issue: Conventional disposable coffee cups can't be recycled in New Zealand and cause tonnes of waste. New options are coming through, but how do we handle the transition? Today, according to research from Canstar Blue, New Zealand has the 15th-highest per capita coffee consumption rate in the world.

bit.ly/idealog-CCC

IDENTIFICATION, INNOVATION AND INVESTMENT

The Public Place Recycling Scheme's coffee cup project is working towards its 2018 targets:

- Work with other stakeholders to deliver a NZ compostable packaging standard initially for coffee cups
- Assess collection systems for compostable cups and "recyclable" cups
- Work with members on new products and processes.

We have around 25 members of the Packaging Forum that are involved in or interested in compostable packaging. If you aren't involved in our working group, get in touch with project leader Kim Renshaw kim@beyondthebin.org.nz

We are offering BATK reusable cups at a special price of \$15 plus postage for our readers. Go to beatidykiwi.nz and mention PFmarch when you order.



AND AROUND THE WORLD UK

CHEAPER COFFEE IF YOU BRING YOUR OWN CUP

In the UK Sandwich chain Pret a Manger offers customers a 50p discount off their hot drinks if they bring their own cups; at Starbucks and Costa Coffee, it's 25p; at Leon it's 30p and at Greggs, 20p. Caffè Nero customers with a reusable mug earn double loyalty card stamps, which equates to a 22p saving per cup for a regular latte. It certainly looks as if 2018 is set to become the year we finally cut back on single-use cups and invest in a reusable one – essentially a

mug with a lid – and consumers are leading the way.



DESIGN INNOVATION AND PROCESSING

CupCycling™ by James Cropper claims to be the world's first recycling process dedicated to upcycling take-away cups. Working with Veolia waste management, the company working with Simply Cups has established cup collection stations within high street restaurants and retailers such as Costa, McDonalds and Selfridges. The cups are delivered to the mill in Kendall and the polyethylene lining and paper are separated before the paper fibre is rescued and turned into fine papers. The cups are transformed into luxurious papers such as the iconic yellow Selfridges bags. For example, each sheet of 380gsm Extract paper contains five used coffee cups.

bit.ly/JamesCropper

AND IN AUSTRALIA

Simply Cups is rolling out collection facilities and stockpiling cups pending the completion of the 1st small scale prototype facility for processing cups in the first half of 2018. If you sign up for a cup collection from your workplace, staff will be asked to 'FLIP-TIP-SLIP' - 'Flip' the plastic lid into the recycling bin, 'Tip' out any coffee remnants and 'Slip' the coffee cup into a collection tube.

simplycups.com.au

AROUND THE WORLD

IN EUROPE

Plastic Planet campaign to get more plastic recycling in UK

Called Plastic Planet to demonstrate the sheer volume of plastic in the environment; Recycle Now will call upon consumers to close the 'plastic gap' which sees only 58% of plastic bottles currently recycled in the UK, despite 99% of local authorities collecting bottles at kerbside and increased public appetite to generally recycle more. This is part of a broader initiative to address plastic waste:

The programme will aim to:

- Eliminate unnecessary and problematic single-use plastic packaging
- Make sure all plastic packaging is reusable, recyclable or compostable
- Significantly increase the collection and recycling of plastic packaging
- Increase recycled content in plastic packaging to drive demand for recycled material
- Impassion and enable citizens to play their part in reducing plastic packaging waste and litter

But it's not going to be easy given the impact of the Chinese National Sword Policy...

IN ASIA

Chinese National Sword Policy slashes recycling

The effect has been felt throughout the supply chain in Australia but also in the USA, Canada, Asia and Europe. The stricter controls in, and restricted numbers of, import licences to Chinese paper and plastic re-processors has seen the global price for recycled paper and plastic plummet.

To put that in context for councils, 50-60% of all recycling tonnes from Australian households is paper and cardboard. 6% is plastic. Along with aluminium (1%) these are usually the highest revenue streams for a MRF operator. A dramatic fall in sales revenue at the back gate of the MRF leaves the operator needing higher front gate revenue (the gate fee waste generators such as councils pay) to cover the loss.

The household recycling industry is in all sorts of trouble. 2018 is going to be a troubled year for most MRFs and therefore their council clients.

bit.ly/MRFs-and-Councils

Author: Mike Ritchie, MRA Consulting Group writing for The Tipping Point

IN AUSTRALIA

NSW Container Deposit Scheme is logistically difficult.

ABC News report that NSW government promised 500 collection points but there are only about 400 across the state. Government says more will be installed this year. People have told the reporter they are stockpiling their bottles until they have enough to justify a trip to the collection point. "A boot full of 1.25 litre soda bottles earned me \$12, it took 30 minutes for the round trip to the bin and back, not a good use of time," one person said. Another said it was an effort to get rid of the bottles but a good job for children's pocket money.

bit.ly/CDS-costly

