



## editorial Alistair Sayers

Chair The Packaging Forum

On 31 March, we lost a colleague and a friend with the passing of John Webber. John was unbelievably quick witted, personable and had a great influence on me over the 20 years I've known him. Over the past 12 months, the Board had been working with John on a succession plan. Sadly, John passed away peacefully and suddenly. John was farewelled by family, friends and colleagues at Maraetai Sailing Club where he spent so much of his life when he wasn't championing glass recycling.

As we look forward to our annual general meeting on 6 July, I am pleased to report that The Packaging Forum's growth has continued to increase membership with over 200 members that support one or more of its voluntary product stewardship schemes. In accordance with our strategy, we have set out to expand the organisation through broadening the scope of activities and drawing new members from across business, industry and commercial enterprises.

This has seen us increase by 54% from 132 members in 2014 and to introduce diversity in membership.

Each scheme is managed independently and has its own key performance indicators which are

overseen by a steering committee. The linkages between the schemes are governed by a Board which I chair and which meets quarterly supported by an Audit and Finance Committee.

Since 2006, levies paid by glass scheme members have directly funded infrastructure spend of more than \$1.8 million, helping the glass recycling rate to increase from 53% to 73%. This rate equals the European average and is significantly higher than Australia and USA despite the challenges of population and distance in New Zealand. It is also worth noting that South Australia where there has been a container deposit system for 30 years sits at 79%, and within our sights.

Our aim for the next eight years is to increase the recovery rate to 80% and this will be a key part of securing a second accreditation period. To help achieve this we have appointed Adele Rose as the new Glass Packaging Scheme manager. Adele is the chief executive of 3R Group which are well known in the waste and resource recovery sector for their work with product stewardship and resource recovery initiatives. Adele brings the resources of the 3R team to the continued development of the glass scheme.

In the past year, The Public Place Recycling Scheme has enjoyed a 28% increase in membership. This growth is underpinned by projects which resonate with members and have attracted new members through specific working groups to help find an end-of-life solution for disposable coffee cups and our "Litter Less Recycle More" project in partnership with the Auckland Litter Prevention Steering Group and councils around the country.

The Soft Plastic Scheme has continued to expand and now operates at around and has this month reached a new milestone of 300 stores around Auckland, Canterbury, Otago, Waikato and Wellington.

We are committed to growing our existing schemes and identifying opportunities to increase the recovery and recycling of packaging and that through industry operating voluntary programmes New Zealanders are provided with effective best cost solutions. Having looked around the world, it is my absolute belief that The Packaging Forum has created world leading industry led product stewardship schemes which provide solutions to end of life packaging which companies in other countries are now looking to emulate.

## PERSPECTIVES | HON SCOTT SIMPSON

ASSOCIATE MINISTER FOR THE ENVIRONMENT



Minister Simpson being interviewed by TVNZ reporter at Litter Less Recycle More launch

## HOT OFF THE PRESS!

### NZ FOOD TECHNOLOGY MAGAZINE: EDITORIAL

It was very gratifying to hear after last month's magazine on 'green' packaging that there's real cause for hope from initiatives inside New Zealand relating to improving recycled packaging rates. Lyn Mayes from The Packaging Forum – a group of 200 brands and manufacturers collectively trying to fund 'end-of-life' solutions for packaging by operating schemes in glass, recycling and rubbish facilities – reports huge progress on sustainability in this area. For example, chip snack bags are now recyclable through the soft plastic recycling programme. It is also great to note that supermarkets, retailers and brands contributing to this activity.

Forum members Pizza Hut, Domino's and Hell have assisted in the development of a logo to remind consumers to empty out pizza boxes. We should be very proud of an industry which stands up when counted for leadership.

### RADIO NZ NINE TO NOON: SOFT PLASTIC RECYCLING

[bit.ly/2t4trY0](https://bit.ly/2t4trY0)

Interview with Lyn Mayes, Project Manager, Love NZ Soft plastic recycling Programme, and Ali Kirkpatrick, Boomerang Bags, about calls by councils for a levy on plastic bags. Ryan says Local Government New Zealand is pushing for the New Zealand government to try to impose a levy on single use plastic bags to reduce the number used each year.

In my role as Associate Minister for the Environment I am responsible for the waste portfolio, which includes litter. It's an important portfolio, and an area that Kiwis care deeply about. Our connection to our environment is strong and as a nation we're concerned about the appropriate management of waste and litter.

That's why last year's changes to the Waste Minimisation Fund criteria, to allow the acceptance of litter projects, were so important. Litter is a real risk to New Zealand's clean green brand and to our environment. Due to its often light-weight nature, litter travels easily through ecosystems where it can impact our freshwater, coasts and marine environment. So I believe the changes to the Fund were a great idea, as they will enable much more to be done. In addition to government funding, communities and businesses will bring their own investment to litter projects and the outcomes achieved will be multiplied.

During my short time in the role I have already had the privilege

of announcing funding for three new litter initiatives. A fourth was announced earlier in the year, which brings the government's current investment in litter reduction to over \$5 million dollars. Through the funding awarded I am pleased to see the return of iconic campaigns such as 'Be a tidy Kiwi' and 'Do the Right Thing'. New Zealanders care about their environment and these campaigns resonate with them.

I am also pleased to be investing in improving the data we have about litter. Data is critical for helping us understand the state of our environment and informing where investment and intervention is required. These projects will help build a better picture of the impact of litter on our environment.

Keeping our environment clean is the responsibility of all New Zealanders and I am pleased that the government is supporting a number of collaborative initiatives between industry, local government and community, to put litter in its place. I look forward to working with you in the future.



## PERSPECTIVES ON POLICY



Mayes describes the types of bags that can be recycled and the history of the plastic recycling scheme. Mayes describes other ways of changing attitudes towards plastic use. Mayes explains who pays for the scheme, and the scheme's partnership with Replas. Mayes says it is important to start buying recycled plastic products to create a circular economy.

### EAST & BAYS COURIER: PUT LITTER IN ITS PLACE ↑

On June 9, students from Meadowbank Primary School and the Associate Environment Minister, Scott Simpson launched a new campaign in an aim to "Litter Less Recycle More". The joint campaign by Love NZ and Be a Tidy Kiwi is to encourage New Zealanders to think about their waste. The campaign is the first national and community awareness programme about litter since the 1980s. It will be linked to a national behavioural change programme and investment in new and upgraded rubbish and recycling infrastructure that uses smart technology to minimise overflow and reduce collection costs. Meadowbank Primary School is the first primary school in New Zealand to have successfully reflected 'Beyond Green Gold,' indicating its progress as a sustainable enviroschool.

### OTAGO DAILY TIMES: LAUNCH IN DUNEDIN

The Love New Zealand Soft Plastic Recycling programme was launched in Dunedin, and will enable soft plastics and soft packaging to be recycled at the 14 New World, Countdown, Fresh Choice, Pak'nSave and The Warehouse stores in Dunedin and Mosgiel.



Greg Nel, Manager Otago Waste Management which will be baling the collected materials discussing recycling with Mayor Dave Cull.

### MAYORS WANT LEVY TO CUT USE OF PLASTIC BAGS: FAIRFAX MEDIA

Pressure is mounting on central government to impose a plastic bag levy as mayors from three of the country's biggest cities launch a campaign calling for support on a mandatory charge on single-use bags. The open letter, signed by the mayors of Dunedin, Auckland, and Wellington, echoed Wellington Mayor Justin Lester's previous request that the government impose a levy, or step aside and allow local government to do it.

The Packaging Forum and NZ Retail and retail member companies have met with the Ministry for Environment and the Government to seek a solution which could allow the introduction of plastic bag charges in New Zealand. This review includes looking at NZ retailers that have introduced a charge and overseas experience.

The Warehouse introduced a fee for plastic bags in 2009 and has seen bag use fall by 67%.

The introduction of a 5 pence charge in England has reduced the number of single-use plastic bags by 85%. The scheme introduced in England is not a tax. The government expects businesses to donate proceeds of the scheme to good causes, of their own choosing. These may include environmental, education, health, arts, charity or voluntary groups.

## PERSPECTIVES ON PACKAGING

The annual survey about attitudes to packaging recycling was conducted by Horizon in April.

### HIGHLIGHTS ARE:

- Recycling at the **kerbside has increased to 86.5%** from 82.4% in 2016
- 59.5% would like their glass to be made into new glass containers and 31.6% into other products in New Zealand
- **48.6% would like their PET bottles to be manufactured into new PET packaging in New Zealand** with 41.8% saying they would like their PET recycled into other products domestically.
- 77% people say **being able to recycle packaging is important** in their decisionmaking about buying a product.
- **55%** of respondents said they **had public place recycling bins in their area** - up significantly from 34% in 2015.
- Awareness of The Packaging Forum / Glass Packaging Forum has stayed consistent at 8.1% or 259,100 people

- Awareness of Love NZ has increased from 28% to 35% and the **Be a Tidy Kiwi brand was recognised by 84% people.**
- Opposition to a charge on containers at retail has stayed consistent at 41.2% with 25% in support while 34% are neutral/unsure. **61% of people were not willing to pay more than 5 cents** per container. The cost of a container deposit system is 10 cents deposit plus minimum 3.5 cents handling fee which means only 9% people would be willing to pay for this.

## PROJECTS & INITIATIVES

### Round up on Events

Autumn events including Portobello Blues Festival on Otago, Central District Field Days in Feilding and NZ Trail Runs in Tarawera, Tikitapu and Waitoma received financial support from the PPRS to support waste diversion.

### REDUCE, REUSE & RECYCLE

NZ Trail Runs this year did not provide cups for drinks at aid stations. Athletes were required to bring their own drinking cup or bottle to be used at aid stations and this reduced waste



significantly. The event organisers produced a folding silicon cup for athletes to purchase.

### And another exciting project supported by the Packaging Forum has just launched in Tauranga.

The Exchange (mobile dishwasher) has launched at The Little Big Markets. This will be used at many events, festivals and other community event around the Bay and around North Island! Say goodbye to disposable containers and hello to REUSABLE PLATES, that are commercially washed and dried on site! The aim of the game is to see 99.99% of the waste generated at events being composted or recycled, instead of heading to landfill...so get behind it folks.

We encourage people to get in touch via [littlebigevents.co.nz](http://littlebigevents.co.nz).



# INVESTMENT IN INFRASTRUCTURE

## THE PACKAGING FORUM



### FUNDING ALLOCATIONS

This year, the PPRS will only provide funding to events which organise on site activations at recycling/waste bins and/or arrange for the collected waste to be sorted post event. This is in line with our policy of ensuring recyclables and compost materials are in a good condition for the end user. Last year we found that events where there is sortation of waste delivered on average 75% waste diversion compared to 42% across all events including those where recycling bins are provided with no direction or assistance.

Support for AIMS Games in 2015

In the first round of funding for the current financial year, grants have been awarded to:

- Generation Homes Women's Triathlon, Mount Maunganui (February 2018) which is targeting 100% waste diversion working with Beyond the Bin
- The Winter Festival in Rangiora. This three day festival in July was born out of the earthquakes.
- Northland Field Days run by Love Kaipara (March 2018). The PPRS has allocated funding to purchase recycling bins and lids and to support the waste sortation at the event.
- The AIMS Games in Tauranga. This week long sporting event for Year 7 and 8 students is held at 12 venues around Tauranga and Mount Maunganui in September.



### EDUCATION

#### Tread Lightly Caravan and Enviro Schools

The Packaging Forum is in its second year of supporting the Tread Lightly Caravan (TLC) with Katie Jones and the team at Tread Lightly providing Auckland schools with education around the importance of recycling glass, containers and soft plastics.

The new "Put Litter in its Place" campaign will develop age specific materials and messages for schools about litter which we will pilot through the TLC in Auckland and Enviro Schools nationally.



Additional funding has been granted to increase the number of glass bottle banks in Queenstown with the introduction of a bottlebank at Pak'nSave, Queenstown following the success of the glass bottle bank which is placed at Countdown, Five Mile Centre, Queenstown. These bottle banks provide an effective solution for residents to drop off their glass bottles for recycling knowing they will be recycled into new glass containers.





## FUNDING FOR SCHOOL PROGRAMMES



It is great to report that the students at Bohally School in Marlborough are diverting around one tonne of waste every month from landfill after receiving funding for their recycling last year.



### Bayfield High School, Dunedin

Students at the school have been fundraising to buy recycling and compost bins for their school following an audit which found that 79% of their waste could be diverted from landfill. The school's environmental committee approached the PPRS for funding to install five sets of recycling and compost bins at the school. They were amazed when Lyn and Donna dropped in when they were in Dunedin to launch the soft plastic recycling programme and told school principal Sheryl Fletcher and the environment prefects that their application was successful.

### Ashburton College, Ashburton

And a few hundred kilometres along SH1, 1200 students at Ashburton College will also receive funding to install brightly coloured yellow recycling bins with clear labels depicting what can be recycled to support their waste minimisation programme run by their environment committee. The programme is supported by waste education provider Sheryl Stevens and the Ashburton District Council and recyclables will be taken to Timaru materials recovery facility.



The Packaging Forum has launched the Love NZ soft plastic recycling programme at 14 New World, Countdown, FreshChoice, Pak'nSave and The Warehouse stores in Dunedin. Dunedin Mayor Dave Cull joined representatives from industry, community groups



## PURCHASE PRODUCTS MADE FROM OUR SOFT PLASTIC PACKAGING

Products made from the bag collections can be purchased via our website [recycling.kiwi.nz/soft-plastics/products](http://recycling.kiwi.nz/soft-plastics/products)

and shoppers at New World, Great King Street to celebrate the launch of the programme in Dunedin.

This also marks another milestone with over 300 locations nationwide now accepting soft plastic recycling. 115 tonnes of soft plastic materials has already been collected this year compared with 100 tonnes in 2016 and we are targeting 300 tonnes by the end of the year.

New Zealanders use around 1.5 billion bags annually across the whole range of soft plastic food

and grocery packaging including bread bags, frozen and chilled food bags, toilet roll packaging, pasta and rice bags, confectionery and biscuit wrappers. It is important to distinguish soft plastic packaging as its own recyclable stream. Soft plastics are essential to protect and preserve our food and groceries and they are chosen by brands over other forms of packaging because it is lightweight and flexible. Single use plastic carrier bags however are a discretionary item.

## THE FORUM WOULD LIKE TO WELCOME OUR **NEW MEMBERS**

### SOFT PLASTIC PROGRAMME

BNZ  
Farrah's  
Fresh Choice  
McCains  
Proper Crisps

### Countdown - Green Ribbon Leadership Award

**Congratulations to Countdown  
which has taken out the Business  
Leadership Award at this  
year's Green Ribbon Awards.**

Countdown's Food Rescue project is leading the charge to reduce food waste in New Zealand, and is making a big impact. This project addresses some key issues, not only in reducing the amount of waste going to landfill but in feeding people in need across the country.



Under our Licensing Agreement with the Ministry for the Environment, The Packaging Forum and members of our accredited schemes are eligible to use the Love NZ brand in accordance with the Style Guide and with prior written consent from the MFE. Please contact [donna@packagingforum.org.nz](mailto:donna@packagingforum.org.nz) for more information. .



### CELEBRATING SUCCESS

The Glass Packaging Forum celebrated seven years of product stewardship accreditation with a visit to O-I Glass from Associate Environment Minister Scott Simpson on 3 July.

Mr Simpson took the opportunity to tour the Penrose factory and find out more about the successes and challenges facing glass recovery in New Zealand.

GPF scheme manager Adele Rose said the stewardship programme was up for re-accreditation and it was a great chance to share the story of 'glass back into glass' with the Minister.

"Using recycled glass to create new glass containers is a perfect example of the circular economy at work in New Zealand, plus it offers excellent advantages in terms of reducing the carbon footprint of glass production.

"The big take out from the visit was the challenge to lift the public profile of glass recycling. It's a fantastic story that needs to be celebrated and socialised so that the public understands the value of glass as an infinitely recyclable beverage container."



### INCREASING TONNAGE

The Glass Packaging Stewardship Scheme is challenged to meet an 80% recycled glass target by the year 2024. This is an increase of over 40,000 tonnes from our target in 2017.

In the last month, the GPF scheme managers have submitted two applications for funding to the steering committee, both of which have now been approved. These are for new public place recycling of glass. One bottlebank at Pak'nSave in Queenstown will look to provide further recycling options for the high volume of tourists who consume food and beverages in glass whilst on the move. The other application provides for public access glass recycling at Visy in Onehunga.

The team visited a number of councils during June, including Palmerston North City, Selwyn, Tararua and Kapiti District Councils. The primary focus is to increase diversion of glass from landfill by raising service levels. Work is also underway to provide for colour separation at public drop off centres in the Horowhenua District. The team are also working with 5R Solutions in Christchurch to strengthen their ability to act as a hub for glass from around the region.

These activities will result in an increase in tonnage of glass diverted from landfill helping us meet that 80% target.

## COFFEE CORNER

### NEW STUDY RECOMMENDS CLEAR IDENTIFICATION OF COFFEE CUPS, PRODUCT INNOVATION AND INVESTMENT IN COMPOST FACILITIES.

[bit.ly/2tddcaV](https://bit.ly/2tddcaV)

The study engaged with 27 composting facilities across New Zealand to understand their experiences with processing compostable food packaging including compostable coffee cups. 11 facilities have agreed to be listed as accepting compostable food packaging with a further two unnamed facilities able to do so. Seven facilities are piloting processing systems or developing the capability to accept compostable cups and other compostable packaging waste. Coverage varies with North Island facilities identified in Auckland, Waikato, Bay of Plenty, New Plymouth, Hawkes Bay and Wellington and South Island facilities in Tasman and Kaikoura.

Based on the information supplied by Packaging Forum members, the compostable coffee cups in the New Zealand market have similar specifications and are typically certified to the EN13432 (Commercial compost European standard).



### Kim Renshaw Beyond the Bin

The composting industry has some will and/or capacity to process food packaging including coffee cups and in most cases, their CPLA lids. The barriers they face to process compostable food packaging in their existing operations are varied and significant. Contamination, lack of identification, length of processing time, volume vs weight and organic input restrictions affect a composter's will and capacity. The Packaging Forum with its members can help solve these issues by creating an identification and standard for cups and innovating product design to reduce the length of processing time.

### Paul Evans Chief Executive WasteMINZ

We commend industry for undertaking this research. For any solution to be effective in the long term there needs to be real collaboration between packaging manufacturers and the composting industry, recognising the potential impacts on compost products. We look forward to working positively with The Packaging Forum to determine an appropriate composting standard and identification system, which meets the needs of all parties.

## WHAT'S HAPPENING AROUND NEW ZEALAND?

### Investment in collection facilities

Z Energy are installing new forecourt recycling facilities at 117 of their retail sites with a grant of \$218,000 from the Government's Waste Minimisation Fund which will introduce a modular forecourt bin comprised of separate compartments for waste, glass, plastic and cans, and Z compostable coffee cups.

### New product innovation

#### DETPAK - RECYCLABLE CUPS ARE A STEP CLOSER

Detpak has been developing long-term solutions that will allow paper cups to be recycled through common paper and board recycling processes. The new range of paper cups are branded RecycleMe™, with distinctive blue imagery and clear messaging about disposal for ease of consumer identification. Detpak have partnered with Smart Planet Technologies to release a new cup lining that is easy to recycle through existing channels. The new paper cups feature this lining, and in-market trials will take place in the next three months.

#### ECOWARE DEVELOPS NEW COMPOSTABLE LID

Ecoware have put considerable research and development into an alternative lid which is an industry first. The lid is a 100% plant based product, made from rapidly renewable plant fibre with no inner lining, so it can be composted and or recycled easily. Ecoware say this new product will make composting far easier for facilities, and opens up the ability for home composting if the household has an active



compost at an average temperature of 60+ degrees. This product will be beneficial for event organisers who often do not allow vendors to use lids because of contamination issues and the length of time it has taken composting facilities to process CPLA lids.

### **COLUMBUS COFFEE CHANGES TO COMPOSTABLE CUPS**

Columbus Coffee is making the change to compostable cups at all of its cafes nationwide. Columbus Coffee helped start the conversation about coffee back in 1994 when the first cafe opened in Auckland's CBD and is now helping shape the conversation about cups.

### **A HUGE CHALLENGE IN THE USA**

Only 18 of the largest 100 cities in the United States provide residential pickup of coffee cups

for recycling, and only three paper recycling mills in the US (out of 450 in total) can process plastic-coated paper such as cartons and coffee cups.

### **NEW SOLUTION FOR RECYCLING CUPS IN THE UK**

Veolia, a waste company working with Costa and Starbucks, has launched a new scheme to deal with the seven million paper coffee cups consumed daily in the UK. The cups will be sent to specialist recycling centres in Sheffield and Cumbria or to one being built in Leeds. Veolia will also rent out dedicated recycling bins for 50p a day. Veolia's technical director, Richard Kirkman, admitted that if more than one in 20 cups collected under its new regime contains a teabag or other waste it could result in whole batches being rejected. Veolia is also launching a

post-back scheme under which any organisation can buy a postage paid box for £9.50, with space for up to 1000 cups.



## AROUND THE WORLD

### IN EUROPE

#### **BBC reports that Pringles tubes and Lucozade sport bottles are the "villains" of the recycling world**

The Recycling Association has named them in a list of products that pose the biggest challenges for reuse. The greater the number of materials used in packaging, the harder it is for recycling machines to separate them. The distinctive Pringles packaging – with its metal base, plastic cap, metal tear-off lid, and foil-lined cardboard sleeve

– was said to be a "nightmare". Lucozade's bottle is recyclable but it is enclosed in a sleeve made from a different kind of plastic.

[bbc.in/2pZH3OM](http://bbc.in/2pZH3OM)

#### **EU Commission requests CYPRUS, GREECE, ITALY and POLAND to enact EU rules on lightweight plastic carrier bags**

The Commission is urging Cyprus, Greece, Italy and Poland to complete the enactment of EU waste legislation into their national laws. National governments can choose from among a list of measures to achieve the commonly

agreed objectives. These include economic instruments, such as charges or levies. Another option is national reduction targets: Member States must ensure that no more than 90 of these bags are consumed per person a year by the end of 2019. By the end of 2025, that number should be down to no more than 40 bags per person. Both options may be achieved either through compulsory measures or agreements with economic sectors. It is also possible to ban plastic bags provided those bans preserve free movement of goods within the European Single Market.