



PUBLIC PLACE RECYCLING

Voluntary product stewardship scheme

31 March 2018



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promoting





RUBBISH RĀPIHI

垃圾 搜集箱
일반 쓰레기 버리는 곳
一般ごみ

Food Scraps
Coffee Cups
Plastic Bags
Plastic Wrappers



QUEENSTOWN
LAKES DISTRICT
COUNCIL

RECYCLE HAKARUA

可回收物品 搜集箱
재활용 쓰레기 버리는 곳
資源ごみ

Aluminium Cans
Plastic Bottles
Cardboard
Paper



QUEENSTOWN
LAKES DISTRICT
COUNCIL

GLASS BOTTLES KARĀHE

玻璃瓶 搜集箱
유리 병 버리는 곳
空きビン



QUEENSTOWN
LAKES DISTRICT
COUNCIL

RUBBISH RĀPIHI

垃圾 搜集箱
일반 쓰레기 버리는 곳
一般ごみ

Food Scraps
Coffee Cups
Plastic Bags
Plastic Wrappers



QUEENSTOWN
LAKES DISTRICT
COUNCIL

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1.1 SCOPE OF SCHEME

The scope of the Packaging Forum's public place recycling voluntary product stewardship scheme includes the end of life collection of packaging (and where applicable food waste) away from home. The scheme includes the funding of projects, infrastructure and educational programmes to increase the recovery and recycling of plastic, aluminium, paper and glass packaging from food and beverages consumed in public places.

The scheme raises and allocates funds to promote and directly influence the recycling of plastic, paper, aluminium and glass containers and organic waste in public places. Public places include street locations, transport hubs, tourism and hospitality venues, shopping malls, stadia, canteens and other venues managed by commercial entities.

The scheme also provides annual data on the amount of packaging and organic waste collected for recycling through the public place recycling bins operated by councils.

Scheme members include companies that manufacture products or their packaging that are typically consumed away from home such as beverages and snack foods. The scheme also includes venues where these products are consumed.

The scheme is funded by brand owners, packaging manufacturers and recyclers working with event organizers, councils and other organizations.

This public place recycling scheme is separate from the Packaging Forum's glass packaging product stewardship scheme, however it incorporates a financial contribution from the glass scheme which contributes to the collection of glass packaging from public places.

The public place recycling scheme also allocates funds on behalf of its members to the soft plastic recycling programme and has allocated \$100,000 to the Litter Less Recycle More Waste Minimisation Fund project.

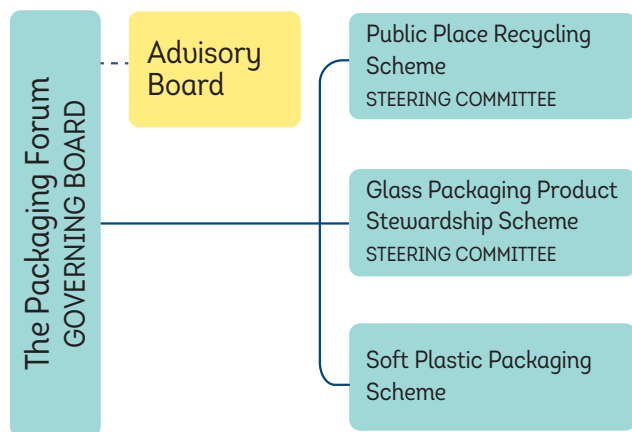
1.2 REPORTING PERIOD

The report provides the following data:

- Reports on the performance against scheme KPIs to end 2017.
- Financial period 1 April 2017 to 31 March 2018 (financial year for the scheme)

1.3 SCHEME GOVERNANCE

The PPR scheme has its own steering committee which comprises representatives from its levy paying membership, with financial guidance from the audit & finance committee, and with overall governance by the Packaging Forum's governing board.



Each scheme has a Memorandum of Understanding with the Packaging Forum's governing board relating to ring fencing levies and reserves within each scheme.

The PPRS steering committee for the 2018 year comprises:

Leon Jarden CODB Manager, Countdown | **Chair**
Bobby Buksh National Category Manager, NZ Safety Blackwoods
Geraldine Oldham General Manager Marketing, Restaurant Brands
Jamie Galloway NZ Manager, Bunzl Outsourcing Services
Lauren Mentjox External Relations Manager, Frucor Suntory
Neil Waka Corporate Affairs Manager, Coca Cola Amatil
Nick Baker General Manager, Visy Recycling NZ
Ricci Peyroux Queenstown Area Manager, Smart Environmental
Rosie Cotter External Relations Advisor, DB Breweries
Sara Tucker External Relations Director, Lion

The governing board of The Packaging Forum appointed by the steering committees of the schemes comprises:

Rob Langford Quality & Compliance Manager, Pernod Ricard |
Acting Chair
Alistair Sayers Packaging Manager, Frucor Suntory
Leon Jarden CODB Manager, Countdown
Nick Baker General Manager, Visy Recycling NZ
Penny Garland Sustainability Manager, O-I
Sara Tucker External Relations Director, Lion

The audit & finance committee comprise:

Alistair Sayers Packaging Manager, Frucor Suntory
Erica Benton Coca Cola Amatil
Nick Baker General Manager, Visy Recycling NZ
Nikki Byford O-I New Zealand
Ryan Foran Frucor Suntory

1.4 REVIEW OF SCHEME

In the year to December 2017, the PPRS has continued to deliver on its KPIs.

Increase in recycling facilities and recycling collections

21% increase in the number of permanent recycling bins installed either directly through PPRS funding or through partnerships.

Packaging and organic waste diverted from landfill through the scheme's commercial partners has increased by **20%** with packaging up by 17% and organics up by 48% with greater focus on providing composting facilities at events.

The commercial sector represents **78%** of the total tonnage collected, which illustrates the impact which recycling at major venues, events and transport hubs has, in comparison, with what can be collected through the CBD council serviced recycling bins.

Overall waste diversion at events and stadia is **45%**.

Separating out events organised outside of sports stadia shows that these events have a **61%** average recycling rate whereas sports stadia have a **42%** recycling rate albeit with much greater quantities of waste created. Waste diversion at permanent public place recycling bins in malls, transport hubs, hospitality venues etc is at **34%**¹.

Waste diversion at events funded directly by the PPRS has increased to **77%**.

Stakeholder engagement

58% satisfaction rating with scheme management.

Scheme Membership & Funding

There has been a 5% increase in scheme membership with 59 levy paying members and 28 in kind contribution members. During 2017 two members withdrew from the scheme and a large contributing member reduced its contributions due to changed business circumstances. Overall contributions from members increased by 1.8%

The scheme is now delivering close to a \$1million per annum investment in public place recycling.

| Income Type | Income \$ 2016 | Income \$ 2017 |
|-------------------------------------|-------------------|-------------------|
| Income including glass contribution | 369,210 | 375,891 |
| Servicing costs | 451,204 | 505,002 |
| Capital expenditure | 11,900 | 0 |
| Promotional Costs | 74,000 | 63,000 |
| Total | 906,314 | 943,893 |



¹ Where data is provided for both recycling and rubbish collections.

Research and Analysis

Compostable packaging - coffee cups

The PPRS has funded research further research into the *Availability of New Zealand Compost Facilities to Process Compostable Coffee Cups and Food Packaging*. This research is part of a PPRS funded project, with member companies and other agencies, to develop a NZ Standard for compostable packaging (cups and related products). The project aims to develop an industry position and clear communications strategy around coffee (and cold) cups and lids (related products) and to identify end of life solutions for these products for the short, medium and long term in New Zealand.

National Litter Survey 2018

As part of its major litter project, the PPRS has commissioned Waste Not Consulting to repeat the National Litter Survey first conducted in 2016 to provide a comparable set of data.

Recycling Data

The scheme collates and analyses recycling and waste data collected from participants.

2017/2018 Funded Projects

The scheme has allocated \$213,000 (excl gst) to projects which increase the availability of public place recycling and rubbish facilities and to education and research programmes.

Events | \$28,000 | 13%

Capital Expenditure | \$63,000 | 30%

National Litter Project | \$100,000 | 47%

Research & Education | \$22,000 | 10%

RECYCLING BINS (BUDGET \$90K)

| | TOTAL |
|---|---------------|
| Bayfield School, Dunedin 5 x 3 recycling bins | 4,000 |
| Ashburton College | 3,747 |
| Waitemata DHB | 12,000 |
| Otago Golf Club | 3,180 |
| Clean Events 8 set of recycling bins | 10,000 |
| Marlborough DC extra containers | 10,000 |
| Soft plastic recycling bins | 20,000 |
| | 62,927 |

Research and Education

| | |
|--|---------------|
| Waste Not Consulting - beverage recycling data | 8,000 |
| Beyond the Bin | 6,838 |
| Tread Lightly - education programme | 7,500 |
| | 22,338 |

LITTER/EDUCATION AWARENESS (BUDGET \$100K)

| | |
|---------------------|----------------|
| Year 2 contribution | 100,000 |
| | 100,000 |

EVENTS (BUDGET \$70K)

| | |
|---|---------------|
| Rangiora Festival Trust | 1,500 |
| Anchor AIMS Games | 2,000 |
| Diwali Festival | 2,000 |
| Generation Homes Women's Triathlon | 600 |
| Tauranga Total Sports Marathon Event | 1,000 |
| Auckland City Council - Movies in the Park | 2,500 |
| Coca Cola Christmas in the Park, Christchurch | 4,000 |
| Mudtopia Festival Rotorua | 2,000 |
| Porirua Council - Waitangi Festival | 2,500 |
| Nelson Kaifest | 1,400 |
| Marlborough Festivals x 3 | 585 |
| Breeze campaign | 4,620 |
| Waitati Music Festival | 800 |
| Xtreme Waste - Sound Splash | 1,250 |
| Auckland Council - Waitangi Event | 1,250 |
| | 28,005 |

Health & Safety

All recipients of funding from the PPRS are required to provide details of how their project is managed according to their health and safety policy.

FUNDED PROJECTS SNAPSHOT

PUBLIC PLACE RECYCLING SCHEME

INFRASTRUCTURE



Marlborough Waihopai

COMMUNITY RECYCLING STATION

INFRASTRUCTURE



Ruapehu DC

EXPANSION OF PUBLIC PLACE RECYCLING BINS

INFRASTRUCTURE



Ashburton DC

25 PUBLIC PLACE RECYCLING BINS

RECYCLING



Bohally Intermediate School

FUNDING TO INTRODUCE RECYCLING AT SCHOOL

INFRASTRUCTURE



Ashburton College

FUNDING FOR RECYCLING BINS & SIGNAGE

EDUCATION



Tread Lightly Programme

AUCKLAND SCHOOL'S EDUCATION PROGRAMME

INFRASTRUCTURE



Remuera Golf Club

20 RECYCLING & LITTER BINS FOR WORLD MASTERS GAMES

INFRASTRUCTURE



Hamilton Netball Centre

INTRODUCTION OF RECYCLING BINS

EVENTS



Nationwide

FUNDING FOR 20 EVENTS



+



+



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promoting



2.0 CURRENT WASTE GENERATION – MASS BALANCE

Packaging and organic waste collected in public places is measured in tonnes. Data has been collected for the Love NZ branded public place recycling bins since September 2011.

As a result of establishing the PPRS, the data is now maintained as follows:

1. Recycling data for commercial entities which include transport hubs, stadia etc
2. Recycling data for councils and commercial entities combined.

2.1 METHODOLOGY

Kilograms are provided by location either as a commingled stream or separated into material type.

Some locations provide number of empties by bin size or cubic metres of recycling and this is converted into kilograms based on an assessment of average kilogram as follows:

Figure 1: Conversion Volume to Weight

| Material | Volume | KG per bin |
|--------------------------|-----------------|------------|
| Plastic | 240 litre | 31kg |
| Cardboard/Paper | 240 litre | 59kg |
| Glass | 120 litre | 70kg |
| Glass | 240 litre | 140kg |
| Plastic/Cans/Paper | 240 litre | 33kg |
| Commingled incl glass | 240 litre | 59kg |
| Glass | 1m ³ | 583kg |
| Plastic/Cans or Organics | 1m ³ | 130kg |
| Mixed | 1m ³ | 231kg |
| Paper | 1m ³ | 231kg |

It is to be noted that glass recovered in public place recycling bins is also included in the mass balance collated by the glass packaging product stewardship scheme.

We reviewed the conversion rates during 2015 and have retained these again in 2017 as representative across a range of different venues.

2.2 RECOVERY AND RECYCLING

The scheme measures what is collected through public place recycling facilities for participating scheme members or stakeholders. It does not verify how the collections are recycled.

The scheme collates data supplied by various waste management companies including Waste Management, EnviroNZ, Rubbish Direct, Reclaim and Smart Environmental. These companies have markets for the collected recyclables and the scheme assumes that product collected and measured from commercial entities and councils and supplied to the scheme either directly or via the owner of the bins is processed for recycling either on shore or off shore. Waste Management, EnviroNZ, Smart Environmental and Visy NZ are direct members of the PPRS.

The amount collected for diversion from landfill from those organisations and councils which report their recycling data is **6248** tonnes of packaging against target 4757 tonnes (excluding organic waste collected for composting).

This represents an increase of around **18%** over 2016. The average monthly recovery rate is **520** tonnes.

Figure 2: Performance Jan 2017-Dec 2017 Commercial and Councils

PPRS RECYCLING DATA : COMMERCIAL & COUNCILS

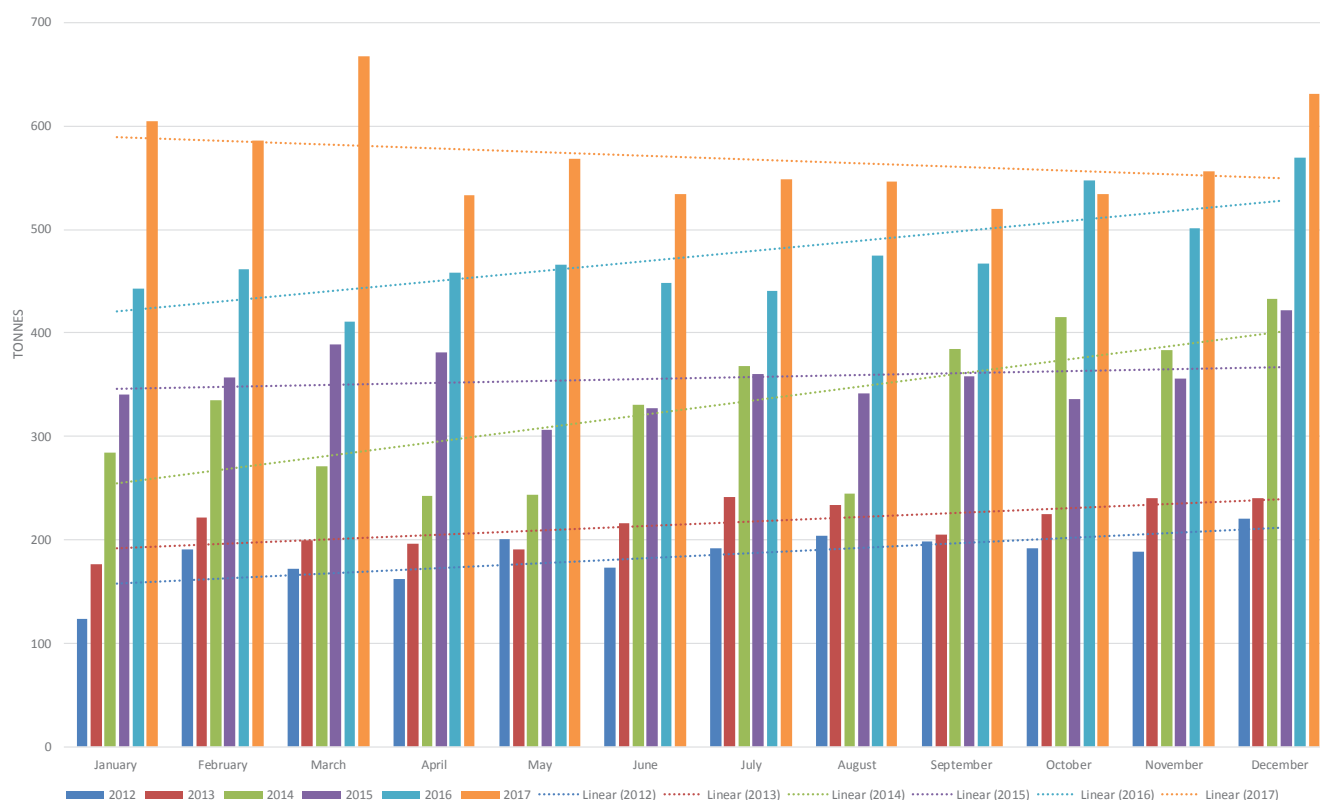


Figure 3: Breakdown of recycling data 2017

| Annual Tonnes | Mixed | Plastic | Cans | Glass | Paper | Total Recycling | Organic | Total Recycling & Organic |
|---------------|-------------|------------|-----------|------------|-------------|-----------------|------------|---------------------------|
| Commercial | 1720 | 144 | 4 | 449 | 2399 | 4716 | 580 | 5296 |
| Councils | 206 | 215 | 11 | 387 | 715 | 1532 | 0 | 1532 |
| Total | 1926 | 359 | 15 | 836 | 3114 | 6248 | 580 | 6830 |

Figure 4: Breakdown of recycling data 2016

| Annual Tonnes | Mixed | Plastic | Cans | Glass | Paper | Total Recycling | Organic | Total Recycling & Organic |
|---------------|-------------|-----------|-----------|------------|-------------|-----------------|------------|---------------------------|
| Commercial | 1828 | 75 | 1 | 155 | 2093 | 4152 | 379 | 4531 |
| Councils | 286 | 17 | 11 | 375 | 462 | 1151 | 11 | 1162 |
| Total | 2114 | 92 | 12 | 530 | 2555 | 5303 | 390 | 5693 |

Figure 5: Breakdown of recycling data 2015

| Annual Tonnes | Mixed | Plastic | Cans | Glass | Paper | Total Recycling | Organic | Total Recycling & Organic |
|---------------|-------------|-----------|-----------|------------|-------------|-----------------|------------|---------------------------|
| Commercial | 1551 | 73 | 2 | 239 | 1460 | 3326 | 335 | 3661 |
| Councils | 177 | 14 | 9 | 294 | 122 | 615 | 0 | 615 |
| Total | 1728 | 87 | 11 | 533 | 1582 | 3941 | 335 | 4276 |

Figure 6: Breakdown of recycling data 2014

| Annual Tonnes | Mixed | Plastic | Cans | Glass | Paper | Total Recycling | Organic | Total Recycling & Organic |
|---------------|-------------|------------|------------|-------------|-------------|-----------------|------------|---------------------------|
| Commercial | 1269 | 102 | 328 | 965 | 1000 | 3337 | 208 | 3545 |
| Councils | 136 | 18 | 34 | 179 | 39 | 407 | 0.4 | 408 |
| Total | 1405 | 120 | 362 | 1144 | 1039 | 3744 | 209 | 3953 |

Figure 7: Breakdown of recycling data 2013

| Annual Tonnes | Mixed | Plastic | Cans | Glass | Paper | Total Recycling | Organic | Total Recycling & Organic |
|---------------|------------|------------|-----------|------------|------------|-----------------|------------|---------------------------|
| Commercial | 774 | 99 | 8 | 353 | 867 | 2103 | 273 | 2335 |
| Councils | 71 | 17 | 11 | 98 | 30 | 225 | 7 | 232 |
| Total | 845 | 116 | 19 | 451 | 897 | 2328 | 280 | 2567 |

3.0 OBJECTIVES AND TARGETS: CURRENT STATUS

Note: Actuals are presented as at end of 2017 with the differential between actual and the 2017 target identified.

| Objective | Baseline Dec 2012 | Dec 2016 | TARGET Dec 2017 | Actual Dec 2017 |
|---|--|------------------------------|--------------------|-------------------------|
| 1a Increase in packaging collected for recycling by commercial sector | 1375 tonne | 4152 tonne | 4442 tonne | 4716 tonne |
| 1b Increase in organic waste collected for composting by commercial sector | 215 tonne | 379 tonne | 263 tonne | 580 tonne |
| 2a Measure increase in packaging collected by councils and the commercial sector | 1907 tonne | 5303 tonne | 4757 tonne | 6248 tonne |
| 2b Measure increase in organic waste collected by councils and the commercial sector | 233 tonne | 390 tonne | 265 tonne | 580 tonne |
| 3 Monitor and report on recycling data by location type | n/a | | | |
| 4 Number of permanent bins: Increase in facilities | 1150 | 2342 | 2385 | 2597 |
| 5 Scheme Membership: Increase in participation | 32 | 55 (fees) + 28 = 83 | 58 | 59 (fees) + 30 = 89 |
| 6 Increased consumer awareness of PPR bins through media coverage | 800,000 OTS | 55% | 46% | 55% |
| | Target: people in areas where there are PPR bins are aware of them | | | |
| 7 Waste diversion - events and venues | | 38% | 41% | 55% |
| 7a Waste diversion - stadia/events (commentary 3.2) | 46% recycled | 40% ² | 60% | 45% (61% (events only)) |
| 7b Waste diversion - transport hubs | 35% recycled | 37% | 37% | 34% |
| 8 Engagement with stakeholders including local government and recycling operators | 58% satisfied | 64% satisfied or v satisfied | 65% | 58% |
| 9 Funding mechanism in place | Completed | | | |
| 10 Evaluate and report on cost of recycling in public places at events and permanent locations | n/a | see 3.5 | | |
| 11 Conduct and report on Branded Litter Survey to inform scheme members and potential scheme members | n/a | see 3.6 | | |

ANNUAL TARGETS 2015-2020

| KPI Objective | Base Dec 12 | Target Dec 15 | Actual Dec 15 | Target Dec 16 | Actual Dec 16 | Target Dec 17 | Actual Dec 17 | Target Dec 18 | Target Dec 19 | Target Dec 20 |
|---|---|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| 1a Packaging - commercial partners | 1375 | 3671 | 3326 | 4038 | 4152 | 4442 | 4716 | 4886 | 5375 | 5912 |
| 1b Organics - commercial partners | 215 | 217 | 335 | 239 | 379 | 263 | 580 | 289 | 318 | 349 |
| 2a Packaging - commercial & councils | 1907 | 3931 | 3941 | 4324 | 5303 | 4757 | 6248 | 5232 | 5755 | 6331 |
| 2b Organics - commercial & councils | 233 | 219 | 335 | 241 | 390 | 265 | 580 | 291 | 321 | 353 |
| 3 Tonnes collected for recycling by type of collection point | Summary to be produced for each annual report | | | | | | | | | |
| 4 Number of PPR bins (permanent) | 1150 | 1656 | 1938 | 1987 | 2342 | 2385 | 2597 | 2862 | 3148 | 3462 |
| 5 Scheme Membership (fee paying and in kind) | 32 | 48 | 70 | 53 | 83 | 58 | 90 | 64 | 64 | 64 |
| 6 Consumer awareness : awareness of bins in their area | not measured | 43% | 40% | 44% | 55% | 46% | 55% | 48% | 50% | 52% |
| 7a Waste diversion overall PPR commercial | | 36% | 38% | 38% | 38% | 41% | 35% | 43% | 46% | 50% |
| 7b Waste diversion stadia/events | 46% | 55% | 40% | 56% | 42% | 60% | 45% | 63% | 65% | 70% |
| 7c Waste diversion transport hubs | 35% | 34% | 37% | 36% | 37% | 37% | 34% | 38% | 39% | 40% |
| 8 Engagement with stakeholders | | 62% | 80% | 63% | 64% | 65% | 58% | 67% | 69% | 70% |
| 9 Funding mechanism in place | Report on funding | | | | | | | | | |
| 10 Cost of recycling through PPR bins | | | | | | | | | | |
| 11a Conduct nationwide branded litter survey and count | | | | | | | | | | |
| 11b Reduce litter volume by 10% | | | | | | | | | | 10% |

3.1 RECYCLING DATA BY LOCATION



Shopping Malls: Average 51% recycling rate ↑

There are 120 shopping malls in New Zealand with 11 of these over 34,000 square metres. Six shopping malls report to the PPRS and the average recycling rate for those providing both recycling and waste data has dropped to 18%. It is to be noted that this reflects the challenges of the volumes of waste collected at shopping malls.

Stadia: Average 42% recycling rate ↑

There are 18 stadia in New Zealand with capacity over 16,000 patrons. The scheme receives recycling data from 54% of these on either a regular or ad hoc basis depending on fixtures. Data received from QBE Stadium, Westpac Stadium, Toll Stadium, Eden Park, Hamilton Stadium and Forsyth Barr shows that the average recycling rate has increased to 42%.



Airports: Average 34% recycling rate ↓

There are six New Zealand airports which have both domestic and international flights. The vast majority of tourist arrivals to New Zealand come through Auckland Airport which handled over 19 million passengers in 2017.

Events: Average 77% recycling rate (PPRS funded events) ↑

The scheme supported waste diversion at 21 events which were attended by around 447,000 people. On average 76.8% of waste was diverted with 115 tonnes diverted from landfill for recycling or composting. This compares to 61% recycling rate for events reported overall by project partners without funding or support from PPRS. Overall the scheme notes that waste diversion at events has improved.



Auckland Airport, Christchurch Airport and Wellington Airport have been part of the Love NZ programme since 2008 and are partners in the PPRS. These three airports receive over 31 million visitors in 2017 and generated over 6000 tonnes of waste of which around 34% was recycled (down from 35% in 2016).



3.2 WASTE DIVERSION STATISTICS

Waste diversion as reported by those councils and venues which provide both recycling and waste data has fallen to 35% on average. There are differences year on year because

some venues start to introduce their waste data as well as recycling data and some cease to provide both sets of data.

However waste diversion at events which have received direct funding from the PPR to support their waste minimisation at events have continued to increase the recycling rate to an average of 75%.

Figure 8: Recycling to Waste comparison

| Location | 2014 Recycling % | 2015 Recycling % | 2016 Recycling % | 2017 Recycling % |
|---|---|---|---|---|
| All locations reporting | 34 | 38 | 38 | 34 |
| Events/stadia (closed loop locations) | 51 (events funded by PPRS directly = 65%) | 40 (events funded by PPRS directly = 70%) | 42 (events funded by PPRS directly = 75%) | 45 (events funded by PPRS directly = 75%) |
| Venue e.g. transport hub, garage forecourt, shopping mall | 32 | 37 | 37 | 34 |

3.3 STAKEHOLDER SATISFACTION

38 people responded to this question. 58% of respondents for whom the question is relevant are either very satisfied or satisfied with the Packaging Forum's implementation of the Public Place Recycling Scheme (64% in 2017). 16% say they are dissatisfied (17% in 2017) and 27% don't know.

In comments left by respondents, the main reasons for expressing dissatisfaction were:

- Assist with more public education support
- Public place recycling is a very poor spend of money in terms of effectiveness and we could collectively do a whole lot more effective interventions than this
- Public place recycling bins are too heavily contaminated for the material to be recycling, a national education programme is required for public place recycling.
- Push for a deposit on recycled bottles and plastic

3.4 FUNDING MECHANISMS IN PLACE

Levies are paid annually by members according to a turnover related funding model.

This is supplemented by an in-kind membership/ partner programme.

| Company | New Member | Lost Member |
|------------------------------|------------|-------------|
| A.E. Tilley | x | |
| Abes Bagels | x | |
| Bell Tea & Coffee (JDE) | x | |
| Big Ben Pies (George Weston) | x | |
| Bio Pak | x | |
| Bluebird | x | |
| Bunzl Outsourcing Services | x | |
| Cas-Pak | x | |
| Coca Cola | x | |
| Columbus Coffee | x | |
| Countdown | x | |
| Coveris | x | |
| DB Breweries | x | |
| Detpak | x | |
| Dominos Pizza | x | |
| Ecogreen Solutions | x | |
| Ecoware | x | |
| Envirowaste | x | |
| Farro Fresh | x | |
| Fel Group | x | |
| Flight Plastics | x | |
| Frucor Suntory | x | |
| Griffins | x | |
| Hell Pizza | x | |
| Huckleberry Farms | x | |
| Huhtamaki | x | |
| I Love Pies | x | |
| Innocent Packaging | x | |
| Kai Carriers | x | |
| L'affare | x | |
| Lion | x | |
| Mars Confectionery | x | |
| Metal Art | x | |

| Company | New Member | Lost Member |
|----------------------------------|------------|-------------|
| Method | x | |
| Mondelez/Cadburys | x | |
| Moore Wilsons | x | |
| Mother Earth Foods | x | |
| Mouldings Unlimited | x | |
| Mrs Rogers | x | |
| NZ Hygiene & Safety - Blackwoods | x | |
| Orora Beverage Cans | x | |
| Pernod Ricard | x | |
| Pioneer Equipment | x | |
| RED Group | x | |
| Repeat Plastics Australia | x | |
| Restaurant Brands | | |
| - Starbucks | x | |
| - KFC | x | |
| - Pizza Hut | x | |
| - Carls Jnr | x | |
| Skyline Queenstown | x | |
| Smart Environmental | x | |
| Snell Packaging & Safety | x | |
| Tetrapak | x | |
| The Warehouse | x | |
| Tru-Tech | x | |
| Visy Recycling | x | |
| Waste Management | x | |
| Wrigley | x | |
| Z Energy | x | |
| Total | 59 | 0 |

PUBLIC PLACE RECYCLING SCHEME PARTNERS (IN KIND)

Levies are paid annually by members according to a turnover related funding model. This is supplemented by an in kind membership/partner programme.

| Transport Hubs | Shopping Malls | Tourism | Stadia | Other |
|----------------------|----------------------|-----------------------|--------------------------------|-------------------------|
| Auckland Airport | Bayfair | AJ Hackett | Eden Park Trust | Whangarei North Tech |
| BP | Dress Smart Onehunga | NZ Ski | QBE Stadium (North Harbour) | Counties Middlemore DHB |
| Christchurch Airport | Manukau Supacentre | Wellington Waterfront | Baypark - Tauranga City Venues | Auckland DHB |
| NZ Rail | Southmall | Rainbows End | Toll Stadium | EERST |
| Strait Shipping | Botany Town Centre | Skyline Rotorua | Westpac Stadium | Victoria University |
| Wellington Airport | | | Mt Smart Stadium | |
| Auckland Waterfront | | | Dunedin Forsyth Barr Stadium | |
| | | | Hamilton Stadium | |

3.5 COST OF RECYCLING

On average across the variety of locations, our current information is that it costs around **20.89** cents to collect 1 kilogram of recyclables. This has increased from 17 cents in the previous report.

On average around **91kg** of recyclables are collected per public place recycling bin per month across the councils reporting to the scheme.

The estimated cost per kilogram collected for recycling from events funded by the PPRS is **\$2.50** per kilogram collected.

As part of the Litter Less Recycle More Project, we are evaluating the cost of collections in the pilot regions and the impact of using smart technology to help reduce servicing costs. We will report on this in the 2018/19 report.

Further work is required to better understand the balance between the cost of recycling and the value of the recovered materials.

3.6 REDUCE LITTER BY 10%

In 2017 the PPRS has commenced its Litter Less Recycle More project in partnership with the Auckland Litter Prevention steering group and councils around the country. The National Litter Count in eight regions was repeated over the summer 2017/18 and will be reported in the 2018 report.

4.0 SUMMARY OF PROJECTS

Note: projects covered in financial year to end March 2018 rather than calendar year

| Grants : Capital Expenditure | Date funding approved | Allocation excluding GST | Category |
|---|--------------------------------------|---|-----------------|
| Bayfield School | | 4,000 | Capex |
| Ashburton College | | 3,747 | Capex |
| Waitemata DHB | | 12,000 | Capex |
| Marlborough DC | | 10,000 | Capex |
| Clean Events | | 10,000 | Capex |
| Otago Golf Club | | 3,180 | Capex |
| Soft plastic recycling bins | | 20,000 | Capex |
| Litter project bins WMF project | | 100,000 | Capex |
| Total | | \$162,927 | |
| Compostable Research - Beyond the Bin | | 6,387 | Research |
| Waste Not Consulting | | 8,000 | Research |
| Tread Lightly Education Programme | | 7,500 | Education |
| Total | | \$22,337 | |

| Grants : Events | Date of Event | Allocation excluding GST | Number of People |
|--|--------------------------|---|-----------------------------|
| Rangiora Festival Trust | | 1,500 | 10,000 |
| AIMS Games | | 2,000 | 12,000 |
| Diwali Festival Auckland | | 2,000 | 54,700 |
| Generation Homes Triathlon | | 600 | 2,500 |
| Tauranga Total Sports | | 1,000 | 10,000 |
| Movies in the Park | | 2,500 | 40,000 |
| Xtreme Waste Sounds Splash | | 1,250 | 10,000 |
| Christmas in the Park, Christchurch | | 4,000 | 100,000 |
| Marlborough DC - summer concerts, Ignite, Christmas parade | | 585 | 12,000 |
| Mudtopia Rotorua | | 2,000 | 14,000 |
| Waitangi Festival, Porirua | | 2,500 | 30,000 |
| Nelson Kaifest | | 1,400 | 7,000 |
| The Breeze beach cleanup and promotion | | 4,620 | |
| Waitati Music Festival | | 800 | 1,000 |
| Waitange, Manukau | | 1,250 | 5,000 |
| Total | | \$28,005 | |

In Kind Expenditure by Scheme Members as at 31 March 2018

| In Kind Contributions | Allocation | Category |
|--|-----------------|-----------------|
| Commercial sector bins | \$505,002 | Servicing Costs |
| Purchase of bins | \$0 | Capex |
| Promotion by brand owners at events including Coca Cola in the Park, Round the Bays, DB Export Sand, Taupo Cycle Challenge, Urban Polo | \$63,000 | Promotion |
| Total | \$568002 | |

5.0 FACTORS AFFECTING SCHEME

There are no factors noted which affect scheme's environmental or financial performance.

There are no variations to the scheme.

There are no compliance issues to be reported.

6.0 PROMOTION OF SCHEME

| Stakeholder | Activity | Frequency | Measurement | 2017 Performance |
|---|---|------------|-----------------------------------|---|
| Brand Owners, Packaging Manufacturers and Retailers | Information about Scheme Membership and Scheme Performance – existing members and target members | Ongoing | Attendance Membership brochure | Update to members circulated with invoices Litter Working Group/Compost Working Group |
| | Use of Love NZ Brand subject to use conditions established by brand manager | Annual | Review meeting | Requests from members have been managed on an as required basis. |
| | Request feedback on scheme | Annual | Independent stakeholder survey | Conducted in April 2018 |
| Retail outlets, hospitality sector, tourist locations, stadia and event organisers | Information about Scheme Membership and Scheme Performance – existing members and target members. | Bi-monthly | Supply of data/engagement | Recycling data captured from 26 organisations Servicing costs captured from 11 organisations |
| | Request feedback on scheme | Annual | Independent stakeholder survey | Conducted in April 2018 |
| Councils | Request recycling data and costs. Provide update on overall performance | Bi-monthly | Data supplied | 32 councils in programme representing 83% ratepayers |
| | | | | Active participation levels = 68% (22 councils) |
| | | | | Newsletter circulated to 75 local and regional councils |
| | | | | Workshop at WasteMINZ 2017 Litter Working Group/Compost Working Group |
| | Request Feedback on scheme | Annual | Independent stakeholder survey | Conducted in April 2018 |
| | Allocation of grants | Quarterly | Funding amount | |
| | | | | |
| Recyclers | Request recycling data and costs. Provide update on overall performance | Bi-monthly | | Smart Environmental, Waste Management, EnviroNZ & Visy are scheme members |
| | | | | Recycling data received from 4 recyclers |
| | | | | 2 recyclers involved in Litter Working Group |
| | | | | Representation on Steering Committee |

| | | | | |
|-----------------------------|--|--------------|--------------------------------------|--|
| General Stakeholders | Stakeholder survey | Annual | Independent stakeholder survey | Conducted April 2018 |
| Consumers | What, how and where to recycle in public place | Ongoing | Website | recycling.kiwi.nz facebook: publicplacerecyclingscheme facebook: howwedothings |
| | Consumer attitudes to recycling and recognition of brand | Annual | Horizon Research March 2018 | Introduced new questions to better understand consumer attitudes. |
| | Consumer Education & Promotion | Per schedule | Allocations | \$ allocated to events in the financial year |
| | Media communications | Ongoing | Media monitoring. Number reached. | See 7.1: Two million people reached in period to end June 2017 |
| Government | Progress report | Annual | Report | |



6.1 MARKET RESEARCH

Horizon Research surveyed 1030 respondents nationwide between 1 and 30 March 2018.

Respondents are members of the HorizonPoll online panel, recruited to match the New Zealand population aged 18+.

The survey is weighted by age, gender, ethnicity, personal income, region, employment status and party vote 2017 to provide a representative sample of the New Zealand adult population at the most recent census. At a confidence level of 95%, the maximum margin of error is +/- 3.1%.

Results were compared with similar surveys conducted in April 2017, May 2016, June 2015, April 2014, April 2013, July 2012 and November 2011.

6.1.1 Public place recycling bins

Recycling at **the kerbside outside homes is at 84% compared to 86.5% in 2017** (82.4% in 2016; 82% in 2014; 85.6% in 2013; 84.4% in 2012; 83.7% in 2011 up from 73.2% in 2010).

55% of respondents said they had public place recycling bins in their area – consistent with 2017. This result indicates that **about 1.77 million adults** have public place recycling in their area. 25.4% say they have Love NZ branded recycling bins in their area (up from 20% in 2017; 16% in 2016 and 10% in 2015).

18.5% of respondents said they had seen a glass bottle bank (**13.5% in 2017**; 10.5% in 2016).

6.1.2 Brand awareness

39.6% of respondents said they were aware of the Love NZ brand before the survey which is an increase of 15% in awareness of the Love NZ brand (from 34.5% in 2017; 29% in 2016). This indicates that around **1.27 million adults** are aware of the Love NZ brand.

Awareness of The Packaging Forum/Glass Packaging Forum has increased to 11.1% (8.1% in 2017; 8.1% in 2015, 6.8% in 2014; 5.5% in 2012 and 4.7% in 2011).

The Be a Tidy Kiwi brand was recognized by **86.6%** people (84% in 2017).

6.1.3 Recycling markets

We asked about people's preferences about what happens to the glass and PET bottles which is separated from rubbish:

57.7% would like their glass to be made into new glass containers (59.5% in 2017) and 35.2% into other products in New Zealand (31.6% in 2017)

45.3% would like their PET bottles to be manufactured into new PET packaging in New Zealand with **45.6%** saying they would like their PET recycled into other products domestically.

78.8% people say being able to recycle packaging is somewhat important, important or very important in their decision making about buying a product.

77.2% people say being able to buy packaging which is made from recycled materials is somewhat important, important or very important in their decision making.

81.1% people say that being able to buy packaging that can be recycled in NZ is somewhat important, important or very important.

6.1.4 Recycling and composting at events

At events the strong preference was to have recycling facilities available. 96% said recycling facilities should be available at all events, and in a new question **48.2%** say they would be prepared to pay slightly more to have recycling options for food waste and compostable packaging at events compared to 34% who said no.

6.1.5 Consumer recycling behaviour

Plastic drinks bottles (94.9%) cans (94.3%) and glass (93.2%) drinks bottles are the packaging materials that most people know they can put in a recycling bin. The survey again tested what people think they can recycle in **public place** recycling bins.

| Container | Recycling Bin | % change |
|--|---------------|----------|
| Coffee cups | 63.7% | +3% |
| Plastic cups and plates | 62.6% | = |
| Fast food cartons | 43% | = |
| Pizza boxes | 54.6% | = |
| Degradable or compostable cartons or drinks containers | 45.6% | = |

The percentage saying they can recycle their coffee cups and those saying they can recycle their compostable cartons/cups indicates the confusion for consumers in what to do with these products.

6.1.6 Perspective on litter

42.7% of respondents (equivalent to 1.37 million adults) said there was a problem with litter where they live – broadly consistent with 2017 and 2016 results. **30% of people** said there was a problem with litter where they **work** (33% in 2017; 29% in 2016).

94.6% of respondents said it was important to have litter bins in public places to reduce litter compared with **91.4%** who said it was important to have recycling bins.

29.5% of people said they would not walk more than 10 metres to find a rubbish or recycling bin.

22.6% respondents are aware of advertising on TV or radio about litter in the past 6 months. Recall was lowest in Wellington City and Christchurch City. There was little difference by age up to 75 years, but recall tended to trend down as personal income increased up to \$150,000 per annum.

Of those that had seen/heard the advert **72.7%** recalled the *Let's Put Litter in its Place* catchline – particularly in the 25-54 years age range. **Recall was highest in Christchurch (96%), lowest in Wellington City (28%) – although the recall in the overall Greater Wellington region was 77%.**

12.9% of respondents participated in beach clean ups this year – primarily in Auckland and Wellington.

6.1.7 Funding packaging recovery and recycling

64.9% respondents say that kerbside collection suits them best with **16%** saying they would pay an extra charge for every container purchased and drop them off at a collection point for a refund.

If a charge were made on containers like bottles at the point of purchase to help fund recovery **63.8% of people** said they would not be willing to pay more than 5 cents per container (61% in 2017). The cost of a container deposit system is about 14 cenys (10 cents deposit plus 3.5 cents handling fee).

The research indicates that, overall, 10.2% only would be willing to pay 15c or more for this. It is not until personal incomes exceed \$100,000 per annum that this increases.

| | 2018 |
|----------------|-------|
| 0 cents | 23.1% |
| 5 cents | 40.7% |
| 10 cents | 22.2% |
| 15 cents | 1.6% |
| 20 cents | 8.6% |
| Another amount | 3.9% |

6.2 MEDIA EVALUATION

The Forum commissioned independent media evaluation of its media presence during the period July 2016 to June 2017.

151 items were submitted for evaluation compared to 134 the previous year. **107** mentioned at least one of the organisations being analysed, or the Soft Plastics Recycling Scheme – up from 84 the previous year.

69 (61) name-checked the **Packaging Forum**. This provides further evidence that the Packaging Forum is well and truly established and accepted as an entity.

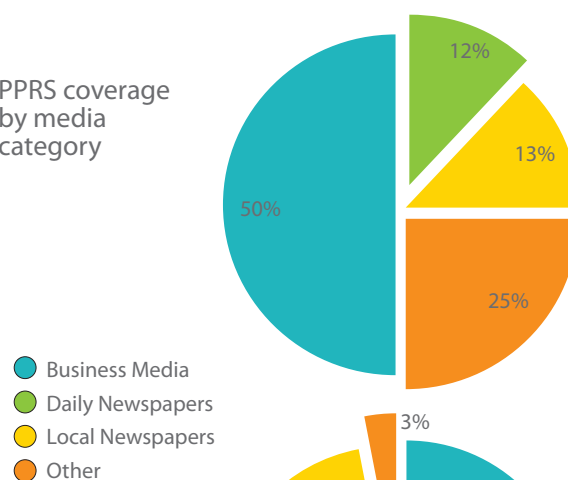
31 items mentioned the **Love NZ** brand compared to 18 in 2015/16. The brand continues to have an important public-facing role and needs continued support with the appropriate audiences.

8 referred to the **Public Place Recycling Scheme** compared to 17 in 2015/16. The **Love NZ** brand was mentioned without reference in the item to any of the other specified organisations **9** times (compared to 4 times the previous year).

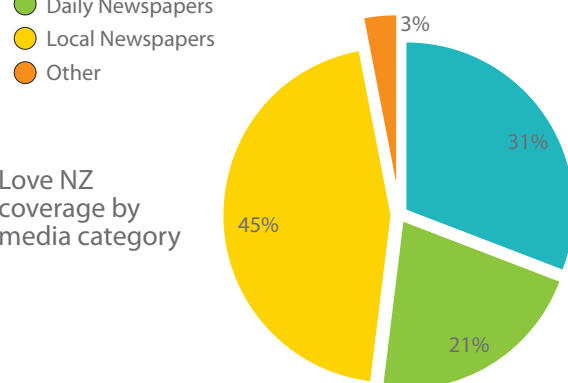
The **Soft Plastic Recycling Scheme** was specifically mentioned in **48** items. However soft plastic recycling was referred to in 79 items. It was **mentioned with the Love NZ brand in 18 items**. The implication being that there is sometimes a challenge to get journalists to mention the brand alongside reporting of the scheme.

The total coverage reach was in excess of 3.32m (2m in 2015/2016). This is based on circulation where known – actual potential readership/audiences could be higher. What it does show is significantly more interest in the issues by the media.

PPRS coverage by media category



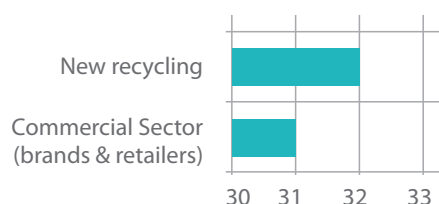
Love NZ coverage by media category



PPRS messages delivered

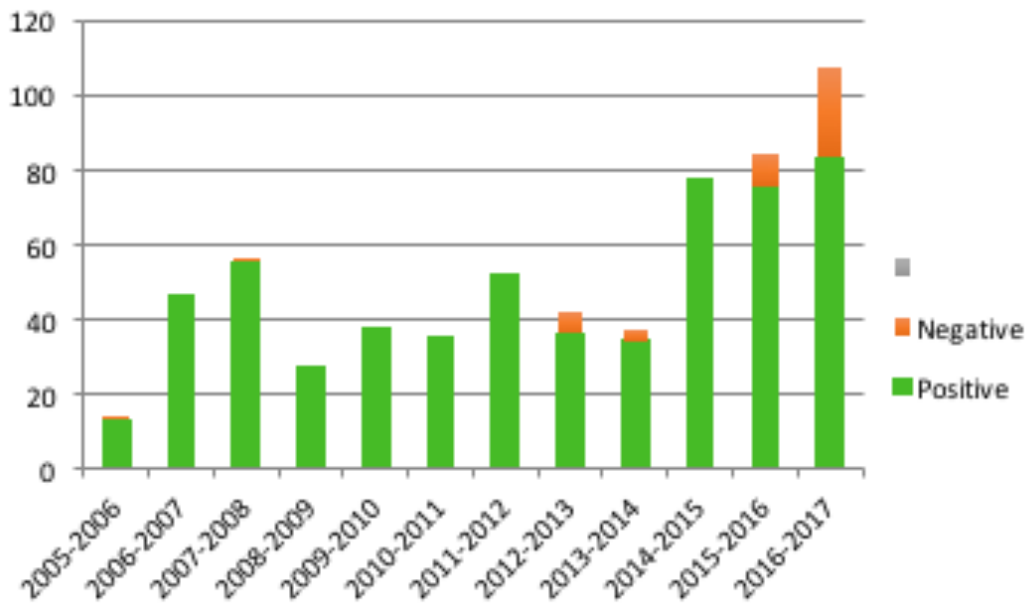


Love NZ messages delivered



The coverage was 78% positive or neutral in terms of items. The Packaging Forum, PPRS and Love NZ have always enjoyed and continue to enjoy predominantly favourable coverage. However, the negative coverage is increasing.

Favourability of combined coverage by items
July 2005-June 2017



6.3 STAKEHOLDER SURVEY

This Horizon Research survey represents 48 respondents who are stakeholders in The Packaging Forum's product stewardship schemes. Invitations were sent to 178 stakeholders, 5% more than in 2017.

The response rate was 28%.

6.3.1 Stakeholder Group – partner organisations

29% of respondents work for local councils, 17% for brand owners, QSR or retailers, 8% are recyclers, 12% are packaging manufacturers and 17% manage venues or hospitality/ tourism locations. 34% are members of the public place recycling scheme, 18% are members of the glass packaging scheme and 32% are part of the soft plastic programme.

6.3.2 Packaging Forum activities

- 26% respondents have attended one or more of the Packaging Forum's working groups
- 26% attended launches e.g. soft plastics launch
- 24% attended members networking meetings; and
- 16% attended the AGM.

In terms of most valued services:

- 48% say being part of working groups bringing industry and local government together – up from 29% placing a value on this in 2017.
- 38.5% say the quarterly newsletter
- 36% say funding for bins with 28% saying funding for events
- 33% say research and education services
- 33% say opportunity to share best practice in recycling;
- 28% say use of the Love NZ brand

Knowledge about Packaging Forum funds:

- 69% are aware of the Packaging Forum's funds and 36% have applied for funding

Future projects:

- 54% respondents expressed interest in knowing more about the Litter Less Recycle More project or joining one of the schemes.

6.3.3 Attitudes to product stewardship

Survey recipients were again asked whether they believe there should be mandatory packaging product stewardship in New Zealand. 67% respondents (61% in 2017) said they agreed with mandatory packaging product stewardship; 23% did not agree and 10% were really not sure.



M
New Zealand
Maritime
Museum

Coast to Coast
Walkway
Start
Viaduct Harbour

ORGANICS
CERTIFIED COMPOSTABLE
CUPS, CUTLERY, PLATES
FOOD SCRAPS
Organics
Compost
cleanevent

RECYCLING
CANS GLASS PAPER
PLASTICS CARDBOARD
Recycling
Plastic / Cans
Glass / Paper
cleanevent

RUBBISH
Landfill
cleanevent



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