



PUBLIC PLACE RECYCLING

Voluntary product stewardship scheme

31 March 2019

PUBLIC PLACE
RECYCLING
SCHEME





**RUBBISH
HERE**

**RAPIHI
KI KONEI**

Not sure? Use this bin

**RECYCLE
HERE**

**HANGARUA
KI KONEI**

Aluminium Cans, Plastic Bottles, Cardboard, Paper

**COMPOSTABLES
HERE**

**PARA KAI
KI KONEI**

Food Scraps

**RUBBISH
HERE**

**RAPIHI
KI KONEI**

Not sure? Use this bin

table of contents

1. SCOPE OF SCHEME	3
Reporting period	3
Scheme governance	4
Review of the scheme	5
Projects funded by the scheme	7
Health & safety	7
2. CURRENT WASTE GENERATION	8
Methodology	8
Recovery & recycling	9
3. OBJECTIVES & TARGETS	11
Current status	11
Annual targets	12
Recycling data by location	13
Waste diversion	13
Monitoring stakeholder satisfaction	13
Funding mechanism	15
Cost of recycling	16
4. SUMMARY OF PROJECTS	17
5. FACTORS AFFECTING SCHEME	17
6. PROMOTION OF SCHEME	18
Market research	19
Media evaluation	20
Stakeholder survey	21

Cover image : New Plymouth have included a compostables bin

1.0 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 recovery 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 organisers, councils and other organisations.

This Public Place Recycling scheme is separate from the Packaging Forum's glass packaging product stewardship scheme however in the 2018/2019 financial year 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 allocated funds on behalf of its members to the soft plastic recycling programme and during the report period has allocated \$125,000 to the Litter Less Recycle More Waste Minimisation Fund project which it manages in conjunction with the Auckland Litter Prevention Steering Group.

1.1 REPORTING PERIOD

The report provides the following data:

- Reports on the performance against scheme KPIs to end 2018.
- Financial period 1 April 2018 to 31 March 2019 (financial year for the scheme).

1.2 SCHEME GOVERNANCE

The PPR scheme has its own steering committee which comprises representatives from its levy paying membership with financial guidance from the Finance & Risk 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 comprises:

Nick Baker

General Manager, Visy Recycling **Chair**

Tessa Morris

National Category Manager, NZ Safety Blackwoods

Geraldine Oldham

General Manager Marketing, Restaurant Brands

Jamie Galloway

NZ Manager, Bunzl Outsourcing Services

Emma Carter

External Relations Manager, Frucor Suntory

Neil Waka

Corporate Affairs Manager, Coca Cola Amatil

Ricci Peyroux

Queenstown Area Manager, Smart Environmental

Kat McDonald

Sustainability Manager, Lion

Gavin Fong

Managing Director, Plus Pac Packaging

Rosie Cotter

Sustainability Manager, DB Breweries

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

Rob Langford

Quality & Compliance Manager, Pernod Ricard **Chair**

Nick Baker

General Manager, Visy Recycling

Sara Tucker

External Relations Director, Lion

Amber McEwen

Corporate Affairs Director, DB Breweries

Gavin Fong

Managing Director, Plus Pac Packaging

Jamie Galloway

NZ Manager, Bunzl Outsourcing Services

Malcolm Everts

Marketing Manager, Cottonsoft

The Audit & Finance Committee comprise:

Nick Baker

General Manager, Visy Recycling

Gavin Fong

Managing Director, Plus Pac Packaging Ltd

David Pasco

Accountant, Frucor Suntory

Terri Bray

Independent, Bray Associates

1.3 REVIEW OF SCHEME

In the year to December 2018, the PPRS has continued to deliver on its KPIs which are presented in Section 3. Highlights of the year's performance are summarised below.

Increase in recycling facilities and recycling collections

Achieved **10%** 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 **9.8%** over the previous year with packaging up by 9.7% and organics up by 10.6% with greater focus on finding composting solutions for food and packaging waste.

The commercial sector represents **74%** 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 venues and stadia is **46%**. Separating out events organised outside of sports stadia shows that these events have a **76%** average recycling rate whereas sports stadia have a **44%** 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 where PPRS has supported infrastructure, waste diversion or activations has increased to **80.9%**.

1 Where data is provided for both recycling and rubbish collections.
2 Procurement of 27 sets of bins by councils for LLRM
3 Contribution to LLRM promotional campaign

Stakeholder engagement

In the PPRS's annual stakeholder survey conducted independently by Horizon Research, **48%** of respondents for whom the question is relevant (58% in 2018) are either very satisfied or satisfied with the Packaging Forum's implementation of the Public Place Recycling scheme. 23% say they are dissatisfied (16% in 2018) and 28.6% don't know.

Scheme Membership & Funding

Scheme membership has 61 levy paying members and 25 in kind contribution members. During the year, eight members joined the scheme and six members withdrew including the decision of a large member company to focus on supporting other Packaging Forum schemes. Overall contributions from members decreased by 2.27%. This has been offset by an increase in in-kind contributions particularly through support of the PPR scheme's Let's Put Litter in its Place project.

The scheme is now delivering close to a \$1.2 million per annum investment in public place recycling.

Income Type	Income \$ 2017	Income \$ 2018
Income including glass contribution	375,891	365,927
Servicing costs	505,002	635,396
Capital expenditure	0	144,294 ²
Promotional Costs	63,000	50,000 ³
Total	943,893	1,195,617



Research and Analysis

Compostable Standard NZ

The Compostable Packaging Standards Working Group which has been led by the PPRS researched the principle international standards and how they best meet the needs of the NZ compost industry. The standards assessed were: EN 13432; AS4736; ASTM D6400; ASTM D6868; ISO18606; and ISO17088.

Based on this work, Standards NZ has prepared a summary of three options for review by the Standards Approval Board if funding is made available:

1. ISO Modified Adoption or ISO Identical Adoption
2. EN or ASTM Modified adoption
3. AS Identical adoption.

The PPRS's work was also referenced in the enquiry by the Parliamentary Commissioner for the Environment into biodegradable and compostable plastic in the environment which was published in July 2018.⁴

National Litter Survey 2018:

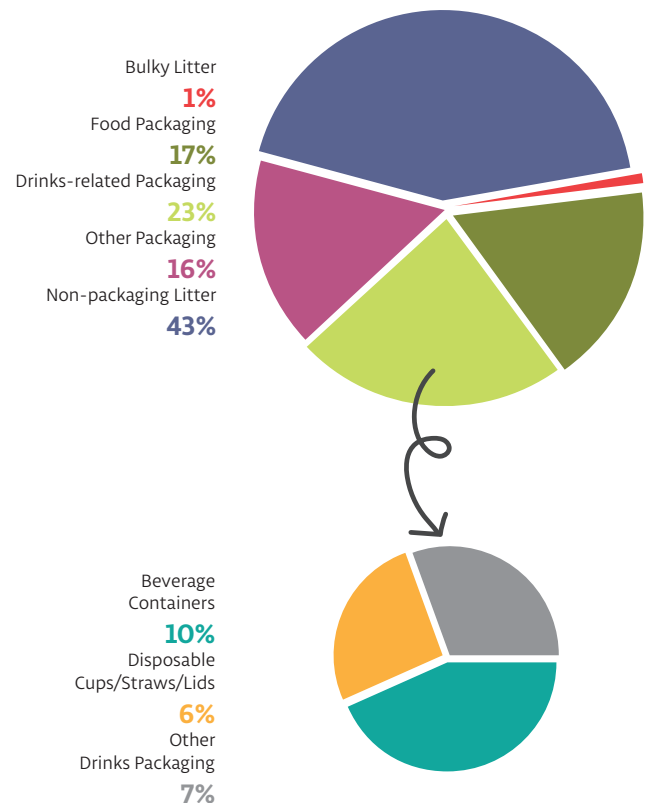
5% reduction in volume

The PPRS commissioned Waste Not Consulting to conduct its second National Litter Survey which provides a direct comparison with the first litter survey released in 2015.⁵

The National Litter Survey 2017/18 report provides a snapshot of visible and bulky litter counted in eight regions representing 52% of the population (Auckland, Blenheim, Christchurch, Dunedin, Gisborne, New Plymouth, Taupo and Wellington).

Around 56% of this litter was packaging equivalent to 16 items per 1000m² of public place surveyed, indicating a reduction of 5% from the 2015 survey. The sites with the greatest density of litter were arterial roads and industrial areas with 58.4% and 57.9% items per 1000m². Car parks and waterside walkways had the lowest densities of litter.

A total of 17,735 items of visible and bulky litter were counted in an area estimated to be 581,764m². The survey found an average of 30.5 items of litter per 1000m². In the 2014/15 survey of exactly the same area, a total of 18,620 items were counted (32.0 litter items per 1000m²).



44% of litter is non-packaging related with paper (junk mail, newspapers and other types of paper such as receipts) representing the largest proportion of non-packaging litter at 18.4%.

In addition to the actual counting of visible and bulky litter, a subjective assessment was made of the overall transect cleanliness, based on the number and visual intrusiveness of the litter items that were present. 65% of transects were assessed as being virtually or mostly free of visible litter. This compares with 87% in 2015. The reduction in litter items and the lower grading of the sites could be due to the number of storm events and heavy rainfall throughout the country during the summer of 2017/18.

A separate survey of Queenstown Lakes District, Rotorua and Tauranga was also conducted as part of the LLRM project. This increased the total area surveyed to an estimated 767,928m².

Recycling Data

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

⁴ bit.ly/pce-plastics-in-enviro

⁵ bit.ly/national-litter-survey2

2018/2019 Funded Projects

The scheme has allocated \$191,000 (ex gst) to projects which increase the availability of public place recycling and rubbish facilities and to education and research programmes.

Events | \$14,500 | 8%

Capital Expenditure | \$27,900 | 15%

National Litter Project | \$125,000 | 65%

Research & Education | \$23,600 | 12%

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.

RECYCLING BINS (BUDGET \$35K) ⁶	TOTAL
Whangarei Netball Centre - Litefoot	1,899
North Shore Hockey Association - Litefoot	1,106
Bay of Plenty DHB	7,500
Kavanagh College Dunedin	5,771
Waitemata DHB - funding not used	-7,085
Mt Ruapehu DC	16,000
Northland DHB	2,961
Tauranga - events made easy	223
Little Big Events - funding not used	-550
	27,825

EDUCATION & RESEARCH (BUDGET \$27K)	
Tread Lightly - education programme	7,500
Coffee cups/compost research	16,158
	23,658

LLRM - INFRASTRUCTURE & CONSUMER AWARENESS (BUDGET \$125K)	
Year 3 contribution	125,000
	125,000

EVENTS (BUDGET \$23K)	
Matariki Waitohi Picton Festival	750
Xtreme Waste - Plastic Free Campaign	5,000
Waiheke Primary School	387
Urban Polo	5,000
Kai Festival, Nelson	1,200
Sculpture of the Gulf, Waiheke	1,600
Golden Sands Papamoa Fun Run	600
	14,537

⁶ Includes projects which were not successfully completed from 2017/18 funding

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.

The data is now maintained as follows:

1. Recycling data for commercial entities which include transport hubs, stadia, leisure facilities.
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 2018 as representative across a range of different venues.

2.2 RECOVERY & RECYCLING

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

The scheme collates data supplied by various waste management companies including Waste Management, EnviroNZ, Rubbish Direct, Reclaim and Smart Environmental. These companies seek markets for the recyclables collected 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. Smart Environmental, Visy NZ and Waste Management are direct members of the PPRS.

The amount collected for diversion from landfill from those organisations and councils which report their recovery data is **6994** tonnes of packaging against a target 5232 tonnes (excluding organic waste collected for composting).

This represents an increase of around **12%** over 2017. The average monthly recovery rate is 582 tonnes.

Figure 2: Performance Jan 2018-Dec 2018 Commercial and Councils

PPRS RECYCLING DATA : COMMERCIAL & COUNCILS

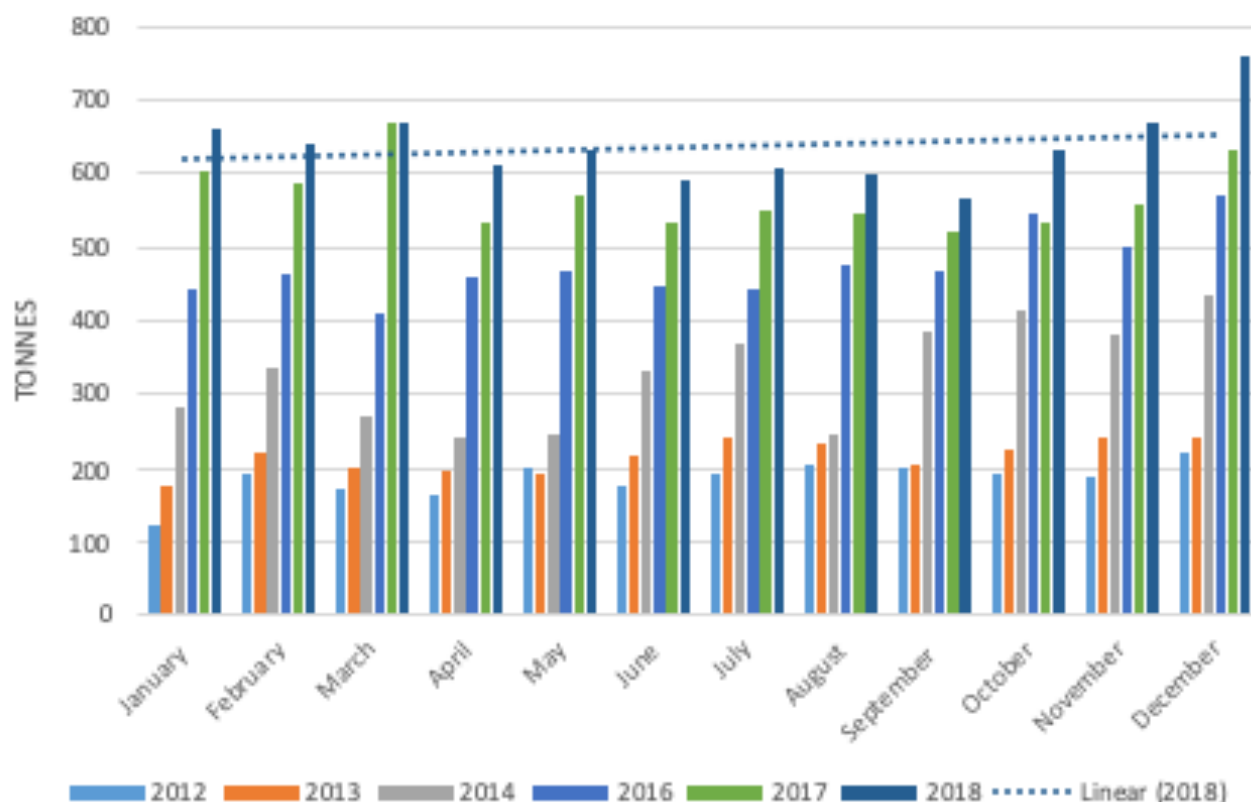


Figure 3: Breakdown of recycling data 2018

Annual Tonnes	Mixed	Plastic	Cans	Glass	Paper	Total Recycling	Organic	Total Recycling & Organic
Commercial	1553	97	1	698	2827	5176	642	5818
Councils	334	216	6	455	805	1818	0	1818
Total	1887	313	7	1153	3632	6994	642	7636

Figure 4: 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 5: 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 6: 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 7: 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

3.0

OBJECTIVES & TARGETS: CURRENT STATUS

Note: Actuals are presented as at end of 2018 with the differential between actual and the 2018 target identified.

Objective	Baseline Dec 2012	Actual Dec 2017	TARGET Dec 2018	Actual Dec 2018
1a Increase in packaging collected for recycling by commercial sector	1375 tonne	4716 tonne	4886 tonne	5176 tonne
1b Increase in organic waste collected for composting by commercial sector	215 tonne	580 tonne	289 tonne	642 tonne
2a Measure increase in packaging collected by councils and the commercial sector	1907 tonne	6248 tonne	5232 tonne	6994 tonne
2b Measure increase in organic waste collected by councils and the commercial sector	233 tonne	580 tonne	291 tonne	642 tonne
3 Monitor and report on recycling data by location type	n/a			
4 Number of permanent bins: Increase in facilities	1150	2597	2862	2847
5 Scheme Membership: Increase in participation	32	59 (fees) + 30 = 89	64	61 (fees) + 25 = 86
6 Increased consumer awareness of PPR bins through media coverage	800,000 OTS	55%	48%	59%
7 Waste diversion overall		45%	55%	41%
7a Waste diversion - stadia/events	46% recycled	61% events 41% stadia	63%	46% overall 76% events 44% stadia
7b Waste diversion - transport hubs, malls, DHBs, education	35% recycled	34%	38%	34%
8 Engagement with stakeholders including local government and recycling operators	58% satisfied	58%	67%	48% satisfied 23% dissatisfied
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			5% reduction

ANNUAL TARGETS 2016-2020

KPI Objective	Base Dec 12	Target Dec 16	Actual Dec 16	Target Dec 17	Actual Dec 17	Target Dec 18	Actual Dec 18	Target Dec 19	Target Dec 20
1a Packaging - commercial partners	1375	4038	4152	4442	4716	4886	5176	5375	5912
1b Organics - commercial partners	215	239	379	263	580	289	642	318	349
2a Packaging - commercial & councils	1907	4324	5303	4757	6248	5232	6994	5755	6331
2b Organics - commercial & councils	233	241	390	265	580	291	642	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	1987	2342	2385	2597	2862	2847	3148	3462
5 Scheme Membership (fee paying and in kind)	32	53	83	58	90	64	86	64	64
6 Consumer awareness : awareness of bins in their area	not measured	44%	55%	46%	55%	48%	59%	50%	52%
7 Waste diversion overall		38%	38%	41%	35%	43%	41%	46%	50%
7a Waste diversion - stadia/events	46%	56%	42%	60%	45%	63%	46%	65%	70%
7b Waste diversion - transport hubs, malls, DHBs, education	35%	36%	37%	37%	34%	38%	34%	39%	40%
8 Engagement with stakeholders		63%	64%	65%	58%	67%	48%	69%	70%
9 Funding mechanism in place									
10 Cost of recycling through PPR bins									
11a Conduct nationwide branded litter survey and count									
11b Reduce litter volume by 10%							5%		10%

3.1

RECYCLING DATA BY LOCATION

Shopping Malls: Average 52% recycling rate ↑

There are 120 shopping malls in New Zealand with 11 of these over 34,000 square metres. Five shopping malls report to the PPRS and the average recycling rate for those providing both recycling and waste data has increased to 52%.

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 20 million passengers in 2018.

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 received over 33 million visitors in 2018 and generated over 6000 tonnes of waste of which around 34% was recycled.

Stadia: Average 44% recycling rate ↑

There are 18 stadia in New Zealand with capacity over 16,000 patrons. The scheme receives recycling data from 27% of these on either a regular or ad hoc basis depending on fixtures. Data received from Westpac Stadium, Toll Stadium, Mt Smart, Waikato Stadium and Forsyth Barr shows that the average recycling rate has increased to 44% however the number of stadia providing recycling data has decreased.

Events: Average 81% recycling rate (PPRS supported events) ↑

The scheme's investment has supported waste diversion at 13 events which were attended by around 312,000 people. On average 80.9% of waste was diverted with 56 tonnes diverted from landfill for recycling or composting. This compares to 76% recycling rate for all events reported overall by project partners. Overall the scheme notes that waste diversion at events is improving year on year.

3.2

WASTE DIVERSION STATISTICS

Waste diversion as reported by those councils and venues which provide both recycling and waste data has increased to 41% 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 financial support from the scheme for infrastructure or activations have continued to increase the recycling rate to an average of 81% at the time of writing.

3.3

MONITORING STAKEHOLDER SATISFACTION

In the annual stakeholder survey conducted independently by Horizon Research, 48% of respondents are either very satisfied or satisfied with the Packaging Forum's implementation of the Public Place Recycling scheme. Services which they most value are the opportunities to be part of working groups and share best practice in recycling as well as the available funding for infrastructure and research.

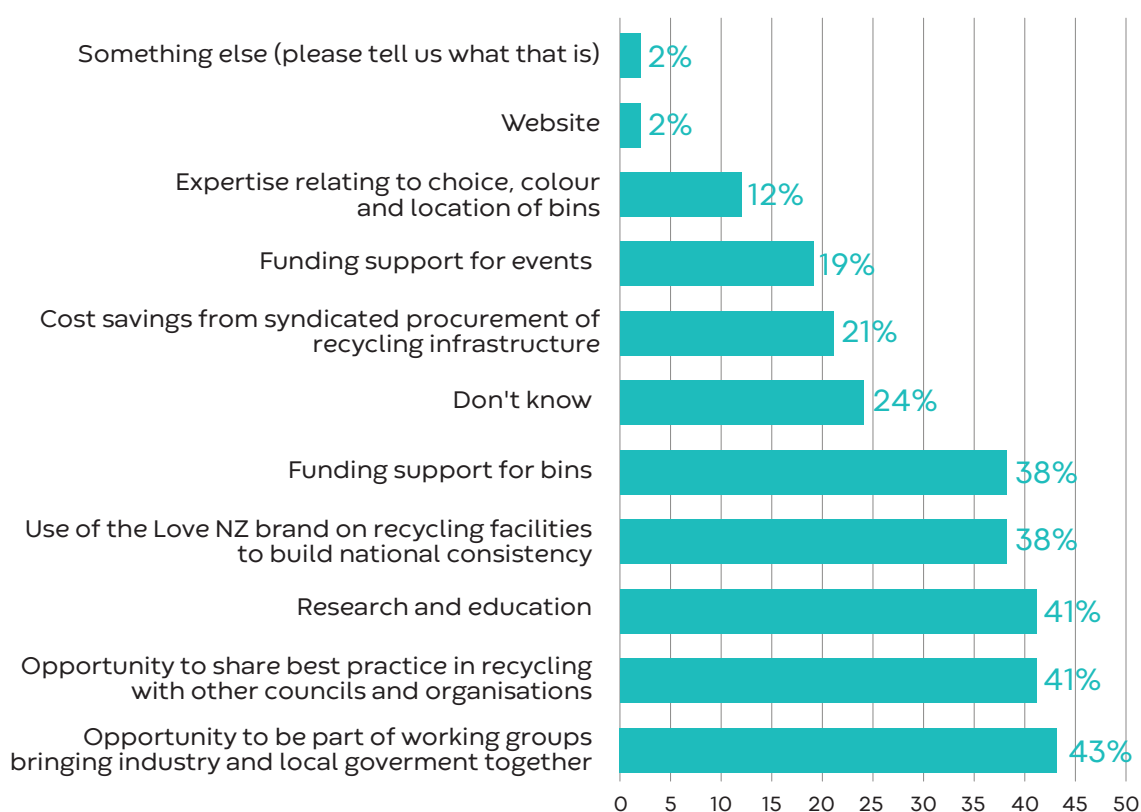
23% said that they were dissatisfied citing concerns about whether plastic and other materials collected are being recycled, the cost of delivering public place recycling and requesting better information about what can be recycled and where the PPRS is investing.

The concerns expressed by respondents about how New Zealand manages its waste acknowledge that this is not the responsibility of the PPRS. To address concerns about the level of communication the PPRS has introduced a bi-monthly newsletter *Street View* to keep members and the community informed about its work and to provide regular updates about where new recycling and rubbish bins are being installed.

Figure 8: Recycling to Waste comparison

Location	2015 Recycling %	2016 Recycling %	2017 Recycling %	2018 Recycling %
All locations reporting	38	38	34	41
Events/stadia (closed loop locations)	40 (events funded by PPRS directly = 70%)	42 (events funded by PPRS directly = 75%)	45 (events funded by PPRS directly = 75%)	46 (events funded by PPRS directly = 81%)
Venue e.g. transport hub, garage forecourt, shopping mall, DHB, education	37	37	34	34

MOST BENEFICIAL SERVICES



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

A.E. Tilley
Abe's Bagels
Bell Tea & Coffee (Jacobs Douwe Egberts)
Big Ben Pies (George Weston)
Bio Pak
Bluebird
Bunzl Outsourcing Services
Cas-Pak
Coca Cola Amatil
Columbus Coffee
DB Breweries
Detpak
Domino's Pizza
Ecobags NZ
Ecoware
Farro Fresh
Fel Group
Flight Plastics
Fruco Suntory
Griffins
Hell Pizza
Huckleberry
Huhtamaki
I Love Pies
Innocent Packaging
Innopack
Jadcup
L'affare
Lion
Mars Confectionery
Mastec NZ
Metal Art
Method
Mondelez NZ
Moore Wilsons
Mother Earth (Prolife)
Mouldings Unlimited
Mrs Rogers

NZ Safety Blackwoods
Orora Beverage Cans
Pernod Ricard
Pioneer Equipment
Pluspac Packaging
RED Group
Restaurant Brands
- Starbucks
- KFC
- Pizza Hut
- Carl's Jnr
Skyline Queenstown
Smart Environmental
Snell Packaging & Safety
Soar Print
Streetscape
TC Transcontinental Packaging (Coveris)
Tetrapak
The Warehouse Group
Totalpak
Tru-Tech
Visy Recycling
Waste Management
Wrigley

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	DHBs & Education
Auckland Airport	Bayfair	Rainbows End	Baypark - Tauranga City Venues	Auckland DHB
BP	Botany Town Centre	Skyline Rotorua	Mt Smart Stadium	Counties Manukau DHB
Christchurch Airport	Dress Smart Onehunga	Wellington Waterfront	Otago Golf Club	Northland DHB
Wellington Airport	Manukau Supacentre		North Harbour Hockey	Waitemata DHB
Auckland Waterfront	Southmall		QBE Stadium (North Harbour)	Whangarei North Tech
			Remuera Golf Club	
			Toll Stadium	
			Westpac Stadium	
			Whangarei Netball	

3.5 COST OF RECYCLING

On average across the variety of locations, our current information is that it costs around **14.34⁷** cents to collect 1 kilogram of recyclables compared to 10.22 cents per kilogram in 2017.

On average around **80kg** of recyclables are collected per public place recycling bin per month across the councils reporting to the Scheme.

In comparison, data collected through the LLRM project of smart colour coded bins for July-December 2018 in five pilot regions finds that an average of 201 kilograms of recyclables per bin per month is collected and there is around 251kg of waste collected in the adjacent rubbish bins.

The estimated cost per kilogram collected for recycling from events funded by the PPRS is consistent with 2017 at around **\$2.47** per kilogram collected but this is based on a smaller number of projects reported.

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. Due to technical issues with the EYEFI technology, this report has been delayed and we propose to include this data in the 2019/2020 report.

⁷ Based on the available data from 8 participating venues

4.0 SUMMARY OF PROJECTS

Note: projects covered in financial year to end March 2019 rather than calendar year

Grants : Capital Expenditure	Allocation excluding GST	Category
Whangarei Netball Centre - Litefoot	1,899	Capex
North Shore Hockey Association - Litefoot	1,106	Capex
Bay of Plenty DHB	7,500	Capex
Kavanagh College Dunedin	5,771	Capex
Waitemata DHB - funding not used	7,085-	Capex
Mt Ruapehu DC	16,000	Capex
Northland DHB	2,961	Capex
Tauranga - Events Made Easy	223	Capex
Little Big Events - flags accrual - funding not used	550-	Education
Total	\$27,825	

Grants : Events	Allocation excluding GST
Matariki Waitohi Picton Festival	750
Xtreme Waste - Plastic Free Campaign - Research	5,000
Waiheke Primary School	387
Urban Polo	5,000
Kai Festival - Nelson	1,200
Sculpture of the Gulf Waiheke	1,600
Golden Sands Papamoa Fun Run	600
Total	\$14,537

In Kind Expenditure by scheme members as at 31 March 2019

In kind contributions	\$	Category
Servicing costs	635,396	Servicing costs
Purchase of bins	144,294	Capex
Promotion by brand owners at events and for the Let's Put Litter in its Place campaign	50,000	Promotion
Total	\$829,690	

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	2018 Performance
Brand Owners, Packaging Manufacturers and Retailers	Information about Scheme Membership and Scheme Performance - existing members and target members	Ongoing	Attendance Membership brochure	Annual update to members LinkedIn Members meeting AGM July 2018
	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 March 2019.
Retail outlets, hospitality sector, tourist locations, stadia and event organisers	Information about Scheme Membership and Scheme Performance - existing members and target members.	Quarterly	Supply of data/ engagement	Recycling data captured from approx 25 organisations Servicing costs captured from 10 organisations
	Request feedback on scheme	Annual	Independent stakeholder survey	Conducted in March 2019
Councils	Request recycling data and costs. Provide update on overall performance	Quarterly	Data supplied	10 councils participating in LLRM programme. Launch events with Wellington, Auckland and Dunedin councils Newsletter circulated to 77 local and regional councils Trade stand at WasteMINZ 2018 Local Government magazine features July 2018 and March 2019
				Litter Working Group/Compostable Standards Working Group
				Conducted in March 2019 - all councils contacted
	Request Feedback on scheme	Annual	Independent stakeholder survey	Conducted in March 2019 - all councils contacted
Recyclers	Allocation of grants	Quarterly	Funding amount	
	Request recycling data and costs. Provide update on overall performance	Bi-monthly		Smart Environmental, Waste Management & Visy are scheme members Waste data received from recyclers Representation on Steering Committee
General Stakeholders	Stakeholder survey	Annual	Independent stakeholder survey	Conducted March 2019 Horizon Market Research conducted in March 2019
Consumers	What, how and where to recycle in public place	Ongoing	Website	recycling.kiwi.nz
	Consumer attitudes to recycling and recognition of brand	Annual	Horizon Research March 2019	Introduced new questions on litter and compostables 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.	Two million people reached in period to end June 2018
Government	Progress report	Annual	Report	

6.1 MARKET RESEARCH

Horizon Research surveyed 1017 respondents nationwide between 14-31 March 2019 about their attitudes to public place recycling and litter.

Respondents are members of the Horizon Poll 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 data from similar surveys conducted in March 2018, April 2017, May 2016, June 2015, April 2014, April 2013, July 2012 and November 2011.

6.1.1 Public place recycling bins and the Love NZ brand

59% of respondents said they had public place recycling bins in their area - up from 55% in 2018. This result indicates that **about 1.89 million adults** have public place recycling in their area. **21.8%** say they have Love NZ branded recycling bins in their area (down from 25.4% in 2018; 20% in 2017; 16% in 2016 and 10% in 2015).

37.1% of respondents have seen the new colour coded recycling and rubbish bins and **79.6%** people said that the colours and signage make the bins easier to use. Recognition in places where the bins have been installed for six to 12 months is as follows: Marlborough District (75%); Queenstown Lakes (100%); Tauranga (50.8%); Wellington (65.4%)

67.8% respondents think there should be public place composting bins.

6.1.2 Brand awareness

43.5% of respondents (equivalent to around 1.4 million adults) said there was a problem with litter where they **live** - broadly consistent with 2018, 2017 and 2016 results.

20.9% of people said they would not walk more than 10 metres to find a rubbish or recycling bin (down from 29.5% in 2017). 38.6% of people said they would walk more than 40 metres.

14.4% respondents are aware of advertising on TV or radio about litter in the past six months.

Of those that had seen/heard the advert **31.2%** recalled the let's put litter in its place catchphrase - particularly in the 25-54 years age range.

37.8% people said they would tell someone to pick it up if they saw someone drop litter in the street compared to **36.2%** who said they would pick litter up themselves. 17.9% recalled the campaign catchphrase to put litter in a bin because "it's just the way we do things round here".

6.1.3 Brand recognition

37.4% of respondents said they were aware of the Love NZ brand before the survey (compared to 39.6% in 2018 34.5% in 2017; 29% in 2016). This indicates that around 1.2 million adults are aware of the Love NZ brand.

The Be a Tidy Kiwi brand was recognised by **91.8%** people (86.6% in 2018; 84% in 2017). This indicates that around **2.95 million adults** are aware of the BATK brand.

6.2 MEDIA EVALUATION

The annual IMPACT report outlines the media profile for **The Packaging Forum**, **Glass Packaging Forum**, the **Public Place Recycling scheme (PPRS)**, the **Love NZ** brand, and the **Soft Plastics Recycling** programme for the 12 months from **July 2017 to June 2018**.

206 items were submitted for evaluation compared to **151** the previous year. **110** mentioned at least one of the organisations/brand being analysed

47 (69) name-checked **The Packaging Forum**.

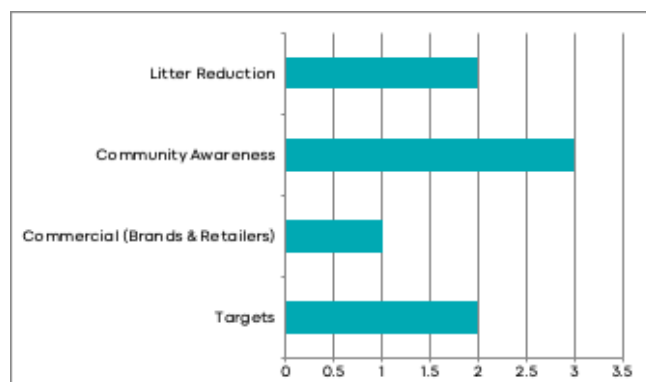
21 items mentioned the **Love NZ** brand compared to 31 in 2016/17.

5 referred to the **Public Place Recycling scheme** compared to **8** in 2016/17. 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).

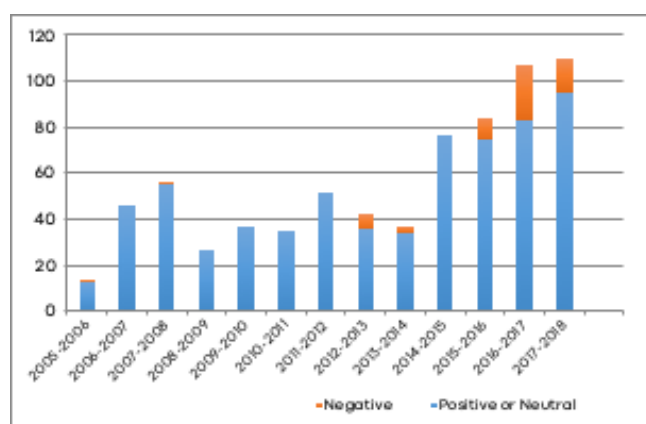
The total coverage reach was in excess of **4.10 million** (**3.32 million** in 2016/2017). This is based on circulation where known - actual potential readership/audiences could be higher. Messages relating to litter reduction reached 2 million people.

The coverage was 86% (78%) positive or neutral in terms of items. The Packaging Forum, Glass Packaging Forum, Love NZ and PPRS have always enjoyed, and continue to enjoy, predominantly favourable coverage. However the negative coverage has been more significant over the last three years.

Volume of PPRS messages by items :
July 2017 to June 2018



Favourability of combined coverage
by items : July 2005 to June 2018



Public Place Recycling scheme messages

Targets

The PPRS aims to improve access for the consumer to do the right thing by increasing the national public place recycling bin network in shopping malls, transport hubs, tourist locations, sports stadia and other public locations. The PPRS aims to increase waste diversion at major events and venues.

Commercial Sector (Brand & Retailers)

The campaign is backed by leading brands and corporations who are members of the PPRS and pay levies. The PPRS allows brands to manage their reputation with regard to ensuring their packaging is disposed of properly by consumers away from home.

Community Awareness

The PPRS builds community awareness and pride encouraging a sense of shared ownership of Love NZ branded public place recycling facilities nationwide through partnerships between councils, industry and communities.

Litter Reduction

The PPRS measures and sets targets for litter reduction

6.3 STAKEHOLDER SURVEY

This Horizon Research survey represents 50 respondents who are stakeholders in the PPRS. Invitations were sent to 100 stakeholders. The response rate was 50%. The survey was undertaken between 14 and 31 March 2019. 34% of respondents work for local councils, 28% for brand owners, QSR or retailers, 12% are packaging manufacturers and 8% are business associations. 60% say that they are members of the Public Place Recycling scheme.

6.3.1 PPRS Activities

- 27.3% respondents have attended one or more of the PPRS's working groups
- 22.7% attended launches e.g. litter audit launch; smart bins launches
- 25% attended either members networking meetings; and
- 15.9% attended the AGM.

6.3.2 Knowledge about PPRS funds

- 50% are aware of the PPRS's funds and 13.6% have applied for funding.

6.3.3 Future projects

- 48.8% respondents expressed interest in knowing more about the Litter Less Recycle More project, Compostable Packaging Working Group or joining the PPRS.

6.3.4. Awareness of PPRS's Litter Campaign

- 71.4% of stakeholders are aware of the Let's Put Litter in its Place campaign which the PPRS is running in partnership with BATK.
- 54.8% of stakeholders have seen advertising about the campaign in the last six months.
- 71.4% have seen the new colour coded smart technology recycling and rubbish bins.



The covers for the wheelie bins funded by the PPRS



Public Place Recycling Scheme

Managed by
The Packaging Forum Inc.
PO Box 58110
Botany, Manukau 2163
Auckland

phone 09 271 0073
donna@packagingforum.org.nz