



PUBLIC PLACE RECYCLING

Voluntary product stewardship scheme

31 March 2020

PUBLIC PLACE
RECYCLING
SCHEME





**RECYCLE
HERE**

**HANGARUA
KI KONEI**

Aluminium Cans

Plastic Bottles

Cardboard

Paper

"It's not easy for me to become a tidy Kiwi, considering I'm a lion. So if I can do it, you can too! Looking after the environment is much easier than you think! For example, I have this cool re-usable cup I use for all my coffees. Using a cup like mine keeps you from needing a single use cup which often ends up in our oceans or in landfill. Oh! And recycling is even easier! You just put things in the correct bin, SIMPLE #tidykiwi #tidylon #leoothelion #wellingtonlions #rugby"

table of contents

1. SCOPE OF SCHEME	3
Reporting period	3
Scheme governance	4
Review of the scheme	5
Projects funded by the scheme	6
Health & safety	6
2. CURRENT WASTE GENERATION	7
Methodology	7
Recovery & recycling	8
3. OBJECTIVES & TARGETS	11
Current status	11
Annual targets	12
Recycling data by location	13
Waste diversion	13
Stakeholder communications	13
Funding mechanism	15
Cost of recycling	16
4. SUMMARY OF PROJECTS	17
5. FACTORS AFFECTING SCHEME	17
6. PROMOTION OF SCHEME	19
Market research	20
Media evaluation	22



Kaikoura recycling bins

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.

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 organisations.

From 1 April 2019, the Packaging Forum restructured its fee structure so that all Packaging Forum members are members of the Public Place Recycling scheme.

During 2019, The Public Place Recycling Scheme completed the final year of the "Litter Less Recycle More" (LLRM) Waste Minimisation Fund project which it manages in conjunction with the Auckland Litter Prevention Steering Group. During the report period the scheme allocated \$25,000 as the balance of the final year's contribution to the LLRM project.

1.1 REPORTING PERIOD

The report provides the following data:

- Reports on the performance against scheme KPIs to end 2019.
- Financial period 1 April 2019 to 31 March 2020 (financial year for the scheme).

1.2 SCHEME GOVERNANCE

Following the 2019 Annual General Meeting, the PPRS Scheme's Steering Committee was restructured as a Litter & Recycling Advisory Group reporting to the Packaging Forum's Board and with financial guidance from the Finance and Risk Committee.

The Litter & Recycling Advisory Group delivering the PPRS Scheme for the 2019/20 financial year is:

Nick Baker

General Manager, Visy Recycling **Chair**

Rosie Cotter

Sustainability Manager, DB Breweries

Gavin Fong

Managing Director, Plus Pac Packaging

Geraldine Oldham

Chief Marketing Officer, Restaurant Brands

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

Nick Baker

General Manager, Visy Recycling

Campbell Everett

Sales & Marketing Manager, Sealed Air

Malcolm Everts

Marketing Manager, Cottonsoft

Gavin Fong

Managing Director, Plus Pac Packaging

Rob Langford

Independent **Chair**

Amber McEwen

Corporate Affairs Director, DB Breweries

Sara Tucker

External Relations Director, Lion

The Audit & Finance Committee comprise:

Nick Baker

General Manager, Visy Recycling

Terri Bray

Independent, Bray Associates

Gavin Fong

Managing Director, Plus Pac Packaging

David Pasco

Senior Commercial Manager - ANZ Supply Chain, Frucor Suntory

1.3 REVIEW OF SCHEME

In the year to December 2019, the PPRS has continued to deliver on its KPI's which are presented in Section 3. Key numbers for the year are summarised below.

Achieved **10%** increase in the number of permanent recycling bins installed either directly through PPRS funding or through partnerships if soft plastic recycling bins are excluded from the data set. Maintained overall number of public place bins despite 73% reduction in number of soft plastic collection facilities.¹

Packaging and organic waste diverted from landfill through the scheme's partners has increased overall by **9%** with packaging up by 8.6% and organics collections by 15%.

The expansion of the Litter Less Recycle More standardised recycling and rubbish facilities has helped increase the local government sector share of the total tonnage collected to **38%** from 26%.

Overall waste diversion at stadia and events has increased significantly to **65%** from 46% in 2018. Events outside of sports stadia have a **79%** average recycling rate. Waste diversion at permanent public place recycling bins in malls, transport hubs, DHBs etc increased slightly from 34% to **35%**.

Scheme Membership & Funding

The Packaging Forum membership now covers an allocation to the PPRS. All members of the Packaging Forum now contribute to the PPRS - Litter and Recycling programme.

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

In Kind Income Type	Income \$ 2018	Income \$ 2019
Servicing costs including LLRM bins and EYEFI	635,396	818,000
Capital expenditure	144,294	103,000
Promotional Costs	50,000	39,000
Total	829,690	960,000

¹ Soft plastic collection bins have been included in the data set since 2016 prior to the establishment of the Soft Plastics Recycling Scheme.

CONTINUED INCREASE IN AWARENESS OF PUBLIC PLACE RECYCLING BINS



2 OUT OF 3 NEW ZEALANDERS SAY
THEY HAVE PUBLIC PLACE
RECYCLING BINS IN THEIR AREA

2015 v 2020

40% | 64%



83%

PEOPLE SAY STANDARDISED
COLOURS AND SIGNAGE
MAKE IT EASIER TO CHOOSE
THE RIGHT BIN



COLOUR CODING
IS WORKING



THE HIGHEST LEVEL OF
AWARENESS OF THE
COLOUR CODED BINS
WAS AMONG YOUNGER
RESPONDENTS

PEOPLE SAY THERE IS
LESS LITTER ABOUT AND
ARE DOING SOMETHING
ABOUT IT



79% OF PEOPLE WILL
WALK >10 METRES TO
FIND A BIN

2019 v 2020

44% | 29%

SAID THERE WAS A PROBLEM
WITH LITTER IN THEIR AREA



1 IN 3 WILL ASK OTHERS TO PICK
UP LITTER IF THEY SEE THEM
DROP IT AND A SIMILAR NUMBER
WILL PICK IT UP THEMSELVES

2019/2020 Funded Projects

The scheme has allocated **\$59,114** to projects which increase the availability of public place recycling and rubbish facilities and to education and research programmes.

Events | \$7,164 | 12%

Capital Expenditure | \$19,450 | 33%

National Litter Project | \$25,000 | 42%

Research & Education | \$7,500 | 13%

Health & Safety

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



Te Kura Taumata
o Panguru school
receives a mobile
bin frame unit

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 2019 as representative across a range of different venues.

2.2 RECOVERY & RECYCLING

The scheme measures what is collected through public place recycling facilities for participating scheme members or stakeholders. It does not verify how 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 have 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. Enviro NZ, Waste Management, Smart Environmental and Visy NZ are members of the Packaging Forum.

The amount collected for diversion from landfill from those organisations and councils which report their recycling data is **7596** tonnes of packaging against a target 5755 tonnes (excluding organic waste collected for composting).

This represents an increase of around **9%** over 2018. The average monthly recovery rate is 633 tonnes.

Figure 2: Performance Jan 2019-Dec 2019
commercial and councils

ANNUAL RECYCLING & ORGANICS PERFORMANCE 2014-2019

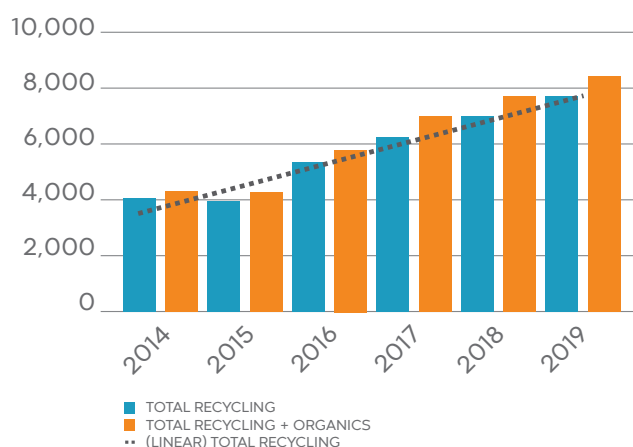


Figure 3: Breakdown of recycling data 2019

Annual Tonnes	Mixed	Plastic	Cans	Glass	Paper	Total Recycling	Organic	Total Recycling & Organic
Commercial	1379	60	0	521	2482	4442	740	5182
Councils	742	12	7	1599	793	3153	0	3153
Total	2121	72	7	2120	3275	7595	740	8335

Figure 4: 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 5: 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 6: 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 7: 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 8: Recovery of material by material type [2014-2019]

TOTAL RECYCLING

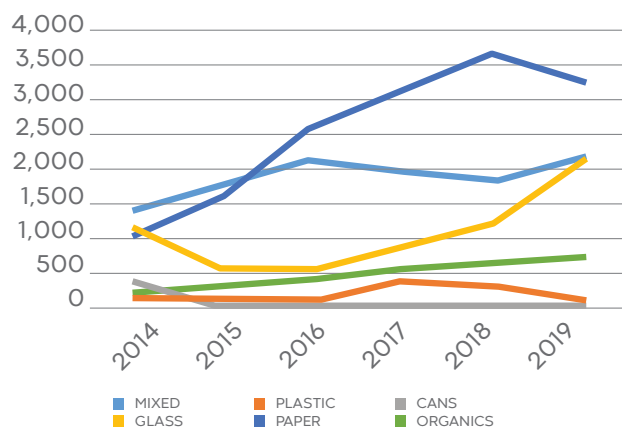


Figure 9: Organic/compostable collections [2014-2019]

ORGANICS

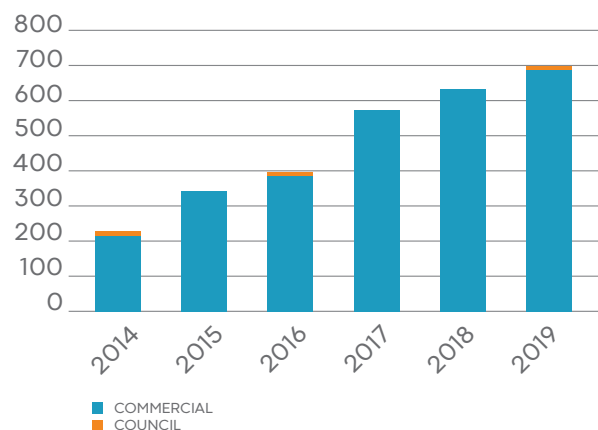
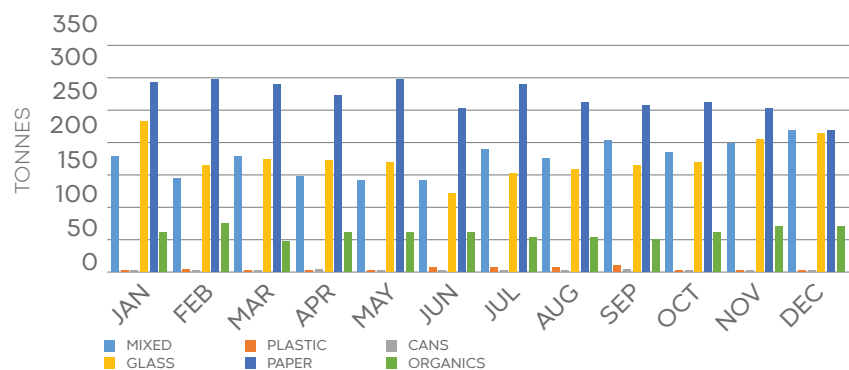


Figure 10: Recovery of material by material type by month 2019

RECYCLING PER MONTH



3.0

OBJECTIVES & TARGETS: CURRENT STATUS

Note: Actuals are presented as at end of 2019 with the differential between actual and the 2019 target identified.

Objective	Baseline Dec 2012	Actual Dec 2018	TARGET Dec 2019	Actual 2019
1a Increase in packaging collected for recycling by commercial sector	1375 tonne	5176 tonne	5375 tonne	4443 tonne
1b Increase in organic waste collected for composting by commercial sector	215 tonne	642 tonne	318 tonne	739 tonne
2a Measure increase in packaging collected by councils and the commercial sector	1907 tonne	6994 tonne	5755 tonne	7596 tonne
2b Measure increase in organic waste collected by councils and the commercial sector	233 tonne	642 tonne	321 tonne	739 tonne
3 Monitor and report on recycling data by location type	n/a			
4 Number of permanent bins	1150	2847	3148	2854 (note: 245 soft plastic bins removed)
5 Scheme Membership: Increase in participation	32	59 (fees) + 30 = 89	64	109
6 Increased consumer awareness of PPR bins through media coverage	800,000 OTS	59%	50%	64%
7 Waste diversion overall		46%	46%	43%
7a Waste diversion - events	46% recycled	76% events (events not incl. stadia) 45% stadia	65%	65% events & stadia 79% events 63% stadia
7b Waste diversion - all venues (malls, DHB, tourism, stadia)	35% recycled	34% 36% (transport hubs only)	39%	35% 32% (transport hubs only)
8 Engagement with stakeholders including local government and recycling operators	58% satisfied	48% satisfied 23% dissatisfied	69% satisfied	n/a
9 Evaluate and report on cost of recycling in public places at events and permanent locations	n/a	see 3.5		
10 Conduct and report on Branded Litter Survey to inform scheme members and potential scheme members	n/a	14% reduction in packaging litter from 2015		Observed litter behaviour rate ² = 29%

² The CCAT is an environmental monitoring tool for measuring the incidence of littering in a given area. The observed litter behaviour rate reduced 23% from 2017 through 2019. (from 38% in 2017 down to 29% in 2019)

ANNUAL TARGETS 2016-2020

KPI Objective	Base Dec 12	Actual Dec 16	Target Dec 17	Actual Dec 17	Target Dec 18	Actual Dec 18	Target Dec 19	Actual Dec 19	Target Dec 20
1a Packaging - commercial partners	1375	4152	4442	4716	4886	5176	5375	4443	5912
1b Organics - commercial partners	215	379	263	580	289	642	318	739	349
2a Packaging - commercial & councils	1907	5303	4757	6248	5232	6994	5755	7596	6331
2b Organics - commercial & councils	233	390	265	580	291	642	321	739	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	2342	2385	2597	2862	2847	3148	2854	3462
5 Scheme Membership (fee paying and in kind)	32	83	58	90	64	86	64	109	64
6 Consumer awareness : awareness of bins in their area	not measured	55%	46%	55%	48%	59%	50%	64%	52%
7 Waste diversion overall		38%	41%	35%	43%	41%	46%	43%	50%
7a Waste diversion - stadia/events	46%	42%	60%	45%	63%	46%	65%	65%	70%
7b Waste diversion - transport hubs, malls, DHBs, education	35%	37%	37%	34%	38%	34%	39%	35%	40%
8 Engagement with stakeholders		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%		n/a	10%

3.1

RECYCLING DATA BY LOCATION

Shopping Malls: Average 65% recycling rate ▲

There are 104 shopping malls in New Zealand with 16 of these over 34,000 square metres. The number of malls reporting to the scheme has reduced with data available from three shopping malls. The average recycling rate for those malls has increased to 65%.

Airports: Average 35% recycling rate no change

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 21 million passengers in 2018.

Auckland Airport, Christchurch Airport and Wellington Airport have been part of the Love NZ programme since 2008. These three airports receive over 34 million visitors in 2019 and generated over 5500 tonnes of waste of which an estimated 35% was recycled.

Stadia: Average 63% recycling rate ▲

There are 15 stadia in New Zealand with capacity over 16,000 patrons. The scheme receives recycling data from 40% of these on either a regular or ad hoc basis depending on fixtures. Data received from Wellington, North Harbour, Waikato, Whangarei and Forsyth Barr stadia and the Trusts Arena in Waitakere shows that the average recycling rate has increased to 63%.

Events: Average 79% recycling rate

The average recycling rate for 21 events which were attended by over 240,000 people was 79% with some events achieving over 90% waste diversion.

3.2

WASTE DIVERSION STATISTICS

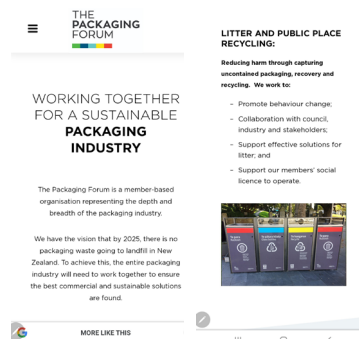
Waste diversion as reported by those councils and venues which provide both recycling and waste data has increased from 41% to 42% on average. There are differences year on year because some venues start to introduce their waste data as well as recycling data and some cease to provide both sets of data. See Figure 10.

3.3

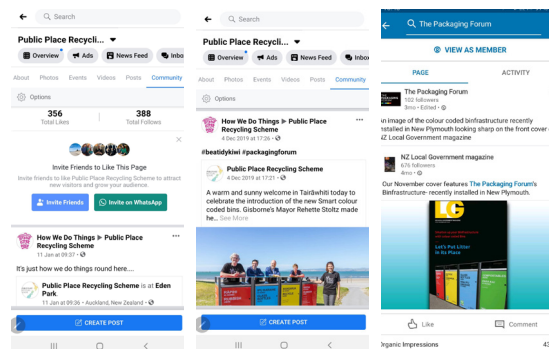
STAKEHOLDER COMMUNICATIONS

The Packaging Forum conducted research in 2019 to ascertain what members would like to see in a new website. The two items which came through consistently were:

- Advocacy via a short and snappy e-news related to packaging.
- Member matching portal on website so they can connect with other members.



In addition to the quarterly newsletter and the website portal, the PRRS connects with stakeholders via its Facebook page and LinkedIn.



The roll out of the Let's Put Litter in its Place campaign continued with more than 10,000 pledges to Be a Tidy Kiwi made. In 2019, the TV commercial reached 820,879 people and the promotion played 17,500 times on Newstalk ZB. Wellington Rugby Football Union has joined the campaign with club mascot Leo the Lion and players making their pledge.

Figure 10: Recycling to Waste comparison

Location	2015 Recycling %	2016 Recycling %	2017 Recycling %	2018 Recycling %	2019 Recycling %
All locations reporting	38	38	34	41	43
Events/stadia (closed loop locations)	40	42	45	46	65
Venue e.g. transport hub, garage forecourt, shopping mall, DHB, education	37	37	34	34	35



Recycling at the
Eden Park Oval

3.4 FUNDING MECHANISMS IN PLACE

From the 1 April 2019, The Packaging Forum introduced a new membership system. All members of the Packaging Forum now contribute to the PPRS to enable all companies to share in the funding of public place recycling and litter solutions.

Company

Abe's Bagels	Liquorland
A.E. Tilley	Lululemon
Ancor Flexibles	Maritime Museum
Arthur Holmes	Mars Confectionery
Babich Wines	Meadow Mushrooms
Beam Suntory	Metal Art
Bio Pak	Method Recycling
Blackmores	Mexicano
Bluebird Food	Moi Agencies
BNZ	Mondelez International
Brewers Association NZ	Mouldings Unlimited
Bunzl	Mrs Rogers
Cas-Pak	Naturally Organic
Coca Cola Amatil NZ	Negociants
Coffee Supreme	Neill Cropper
Columbus Coffee	Nestle NZ
Coopers Creek	NZ Hothouse
Cottonsoft	NZ Safety Blackwoods
Coveris - TC Transcontinental	OI NZ
CUB - Harvest Bulmer	OOB
DB Breweries	Orora Beverages
Delegat NZ	Pernod Ricard
Detpak	Pioneer Equipment
Domino's Pizza	Pluspac Packaging
Ecoclean	Primepac
Ecoware	Profile Foods/Mother Earth
EnviroNZ	Restaurant Brands
Epic Dairy	- KFC
Fairfax Media	- Pizza Hut
Farrahs	- Carl's Jnr
Fel Group	- Taco Bell
Flight Plastics	Rubbish Direct
Foodstuffs	Sacred Hill Wines
Frucor Suntory	Saverglass NZ
Fulton Hogan	Sileni Estate (Booster Wines)
George Weston	Simplot
Giesen Wines	Skyline Queenstown
Greystone/Muddy Waters	Smart Environmental
Griffins	Snell Packaging & Safety
Hansells - Walter & Wild	Something to Crow About
Heinz Watties	Spy Valley Wines
Hell Pizza	Tetrapak
Henry's Liquor South Island	The Warehouse Group - 1 Day
Hospitality NZ	The Warehouse
Hubbards - Walter & Wild	Totalpak
Hunters Wines	Tui Products
Innocent Packaging	Villa Maria Estate
Innopack	Visy Recycling
Integria Health	Wainhouse Distributors
Jacobs Douwe Egberts/Bell Tea	Waste Management
Jadcup	Westpac
James Crisp - Sunrice	Whitehaven Wines
Karma Cola	Yealands Estate
Kathmandu	Z Energy
Kimberly Clark	
Kono Beverages	
L'affare	
Lawson Dry Wines	
Lion	

3.5 COST OF RECYCLING

On average across the variety of locations, our current information is that it costs around **25.75 cents** to collect 1 kilogram of recyclables compared to 14.37 cents per kilogram in 2018. This change may reflect a different portfolio of organisations providing the data.

On average around **88kg** (up from 82kg in 2018) 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 January-December 2019 in 10 pilot regions finds that an average of **155kg** of recyclables per bin unit per month and 117kg of waste in the single rubbish bin units which “bookend” the recycling bins.

As part of the Litter Less Recycle More project, we have been seeking to evaluate the impact of smart technology on servicing costs. However due to the ongoing development of the EYEFI technology it has not been possible to assess the performance of the bins on servicing costs. Pilot regions will provide the data during 2020 now that the EYEFI units are operational with the upgraded technology and routing system.

4.0 SUMMARY OF PROJECTS

Note: projects covered in financial year to end March 2020 rather than calendar year

Grants : Capital Expenditure	Allocation \$ excluding GST	Category
Clean Events - Bins	8,000	Capex
The Trust Arena	7,000	Capex
Waitemata DHB	4,450	Capex
LLRM binfrastructure	25,000	Capex
Total	\$44,450	

Grants : Events	Allocation \$ excluding GST	
Waiheke Resource Trust	720	
AIMS Games	1,000	
Be A Tidy Kiwi pledge booths at Diwali Festival	5,000	
Waiheke Gulf News (Trolley Derby)	444	
Total	\$7,164	

In Kind Expenditure as at 31 March 2020

In kind contributions	\$	Category
Servicing costs	818,000	Opex
Purchase of bins	103,000	Capex
Promotion by brand owners at events and for the Let's Put Litter in its Place campaign	39,000	Promotional
Total	\$960,000	

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	2019 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 Members meeting AGM July 2019 Facebook/website Quarterly newsletter FMCG magazine promotions LinkedIn - 103 followers
	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	Packaging Forum survey on preferred communications
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 28 organisations Servicing costs captured from 9 organisations FMCG Magazine features
	Request feedback on scheme	Annual	Independent stakeholder survey	Packaging Forum survey on preferred communications
Councils	Request recycling data and costs. Provide update on overall performance	Bi-monthly conference call	Data supplied	18 councils engaged in LLRM Newsletter circulated to 77 local and regional councils Trade stand at WasteMINZ 2019 Local Government magazine features November
	Request Feedback on scheme	Annual	Independent stakeholder survey	n/a
	Allocation of grants	Quarterly	Funding amount	
Recyclers	Request recycling data and costs. Provide update on overall performance	Bi-monthly		Membership of Packaging Forum Recycling data received from recyclers Representation on Packaging Forum Board and Schemes
General Stakeholders	Survey	Annual	Horizon Research April 2020	Horizon Research 2020
Consumers	What, how and where to recycle in public place	Ongoing	Website	introduced new website packagingforum.org.nz Facebook - 386 followers
	Consumer attitudes to recycling and recognition of brand	Annual	64% say they have public place bins in their area	Continued monitoring of awareness about recycling and litter
	Consumer education & promotion	Per schedule	Allocations	\$ allocated to events in the financial year
	Media communications	Ongoing	Media monitoring. Number reached.	650,000 people reached with messages about the scheme in period to end June 2019
Government	Progress report	Annual	Report	Participation in MFE led Litter Working Group

6.1 MARKET RESEARCH

Horizon Research surveyed 1,076 respondents nationwide between 30th March and 2 April 2020.

Respondents are members of the HorizonPoll online panel and a third party research panel which are representative of the New Zealand population aged 18+ at the 2018 census.

The survey is weighted by age, gender, educational qualification, personal income, region and employment status to provide a representative sample of the New Zealand adult population at the most recent census. At a 95% confidence level, the maximum margin of error is +/- 3%.

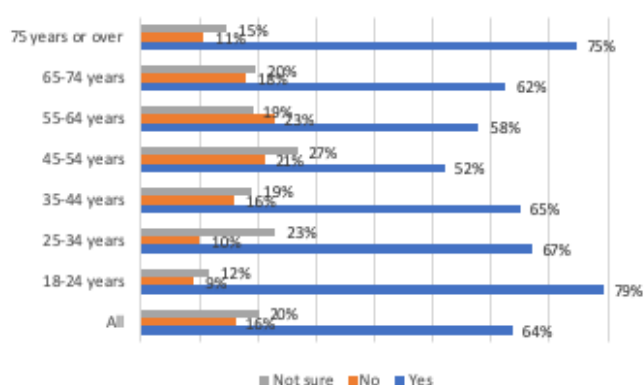
Results were compared with data from similar surveys conducted in March 2019, March 2018, April 2017, May 2016, June 2015, April 2014, April 2013, July 2012 and November 2011.

Public place recycling bins and the Love NZ brand

2 out of 3 New Zealanders say they have public place recycling bins in their area

64% of respondents said they had public place recycling bins in their area - up from 59% in 2019. This result indicates that **about 2.3 million adults** have public place recycling in their area. **23%** say they have Love NZ branded recycling bins in their area (up slightly on 22% in 2019 and an increase from 10% in 2015).

Aware of public recycling bins in your area - Age



There is little difference in awareness by personal income and household type, but awareness falls below the overall average of 64% to 52% among those aged 45 to 54 years. It is highest among those aged 18-24 (79%) and 75+ (75%).

New colour-coded bins

83% people say standardized colours and signage make it easier to choose the right bin

54% of respondents, equivalent to around **1.94 million adults**, have seen the new colour-coded recycling and rubbish bins – up significantly from 37% in 2019.

83% said that the colours and signage make the bins easier to use. Recognition in places where the bins have been installed for over 12 months is as follows: Marlborough District (80%); New Plymouth (61%) Clutha District (100%); Tauranga (66%); Wellington (77%) Queenstown Lakes (100%). Note the Clutha District and Queenstown Lakes result is from a small respondent sample and is highly indicative only.

The number who had seen the colour coded bins varied significantly by age.

Compared with the overall result of 54%, 79% of 18-24-year-olds had seen the bins and 65% of those aged 25-34 years.

The number who had not seen the bins peaked at 43% among those aged 55+ (53%).

Seen bins - by household type

There were significant variations in the number of those who have seen colour coded bins according to their household type.

Single parent households with one or two children at home were most likely to say they had not seen a colour coded bin (48%). 50% had seen a bin.

Among the predominant household type, two parent families with one or two children at home, 67% had seen the bins, 32% had not.

Perspective on litter

People say there is less litter about

29% of respondents (equivalent to around 1,042,000 adults) said there was a problem with litter where they **live** – which shows a significant reduction from 44% in 2019 and previous results in 2017 and 2018.

The number who will make an extra effort to walk to bins has remained constant.

21% of people said they would not walk more than 10 metres to find a rubbish or recycling bin (21% in 2019 and 30% in 2017).

37% of people said they would walk more than 40 metres, equivalent to around 1.33 million adults -29% in 2019 and significantly up from 23% in 2018 (826,969 adults).

Willingness to walk each distance measured does not appear to be influenced by age or gender.

37% said they would tell someone to pick it up if they saw someone drop litter in the street (38% in 2019) while **36%** said they would pick litter up themselves (36% in 2019).

Women were more likely to ask someone dropping litter to pick it up: 41%, compared with men 33%.

Women were also more likely to pick up the litter themselves (39%) than men (31%).

Educational qualification levels also appear to have an influence on directly asking others to pick up litter or pick it up themselves. Those with degrees or post graduate degrees were more likely than average to pick it up themselves.

Brand awareness

38% of respondents said they were aware of the Love NZ brand before the survey (compared to 27% in 2019; 40% in 2018, 35% in 2017; 29% in 2016). This indicates that around 1.36 million adults are currently aware of the Love NZ brand. The variation between awareness in 2018 and 2020 is not statistically significant.

There was a marked difference in awareness of the brand by age.

The older people are the less likely they are to have heard of it. This includes 73% of those aged 75+, 71% of 65-74-year-olds and 64% of 55-64-year-olds.

The highest number to have heard of Love NZ before the survey was 55%, of 25-34-year-olds.

The "Be a Tidy Kiwi" brand was recognised by 83% or around 2.98 million adults - (92% in 2019; 87% in 2018; 84% in 2017).

Awareness increases with age but is still high at 84% among 25-34-year-olds. It is 92% among those aged 55-64.

6.2 MEDIA EVALUATION

The annual IMPACT report outlines the media profile for the Public Place Recycling Scheme (PPRS); Be a Tidy Kiwi and Litter Less Recycle More for the 12 months from July 2018 - June 2019.

190 items were submitted for evaluation compared to **191** the previous year.

71 items name-checked the **Packaging Forum** compared to 47 in 2017/18.

32 items mentioned the **Love NZ** brand compared to 21 in 2017/18.

29 referred to the **Public Place Recycling Scheme** or a **'Be a tidy Kiwi' campaign**, compared to **5** specific mentions of the PPRS in 2017/18.

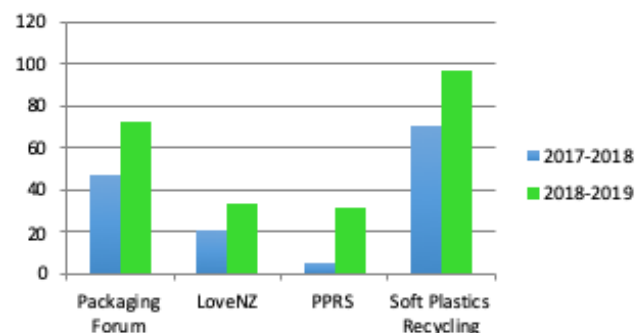
The **Packaging Forum** appeared in items that also mentioned **Love NZ** in **20** items compared to 5 in 2017/18. **PPRS** and the **Packaging Forum** appeared in the same item **18** times compared to 4 in 2017/18.

The total coverage reach for The Packaging Forum, Soft Packaging Recycling, Love NZ and PPRS/'Be a Tidy Kiwi' campaign was in excess of **5.27m**. This is based on circulation where known – actual potential readership/audiences could be higher.

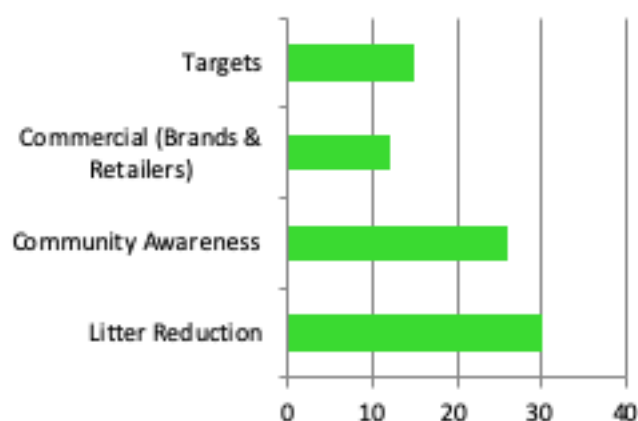
The total coverage reach for the **PPRS/'Be a Tidy Kiwi' campaign** was 650,000. This is based on circulation where known – actual potential readership/audiences could be higher.

Summary of coverage 2017-2019

Volume of PPRS messages by items



July 2018-June 2019



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





Public Place Recycling Scheme

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