



## PUBLIC PLACE RECYCLING

# Voluntary product stewardship scheme

31 March 2021

PUBLIC PLACE  
RECYCLING  
SCHEME







WINERY CONCERT 2017



BAY OF PLENTY DHB 2019



ROUND THE BAYS 2014-17



NZ MASTERS GAMES 2016



## table of contents

1. SCOPE OF SCHEME	3
Reporting period	3
Scheme governance	4
Review of the scheme	6
Projects funded by the scheme	9
Health & safety	9
2. CURRENT WASTE GENERATION	10
Methodology	10
Recovery & recycling	11
3. OBJECTIVES & TARGETS	14
Current status	14
Annual targets	15
Recycling data by location	16
Waste diversion	16
Stakeholder communications	16
Funding mechanism	18
Cost of recycling	18
4. SUMMARY OF PROJECTS	19
5. FACTORS AFFECTING SCHEME	19
6. PROMOTION OF SCHEME	20
Market research	21
Media evaluation	23

Cover image : 2020 redesign of bins  
at Kapiti Coast to include separate  
glass colours



HIGHLAND FESTIVAL QUEENSTOWN 2016

## 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 has raised and allocated 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 which have received funding support from the scheme.

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 has been funded by The Packaging Forum's broad membership which includes brand owners, packaging manufacturers and recyclers working with event organizers, councils and other organisations.

## 1.2 REPORTING PERIOD

The Public Place Recycling Scheme (PPRS) achieved accreditation on 23 October 2013. This report is the seventh and final report and reports on the performance against Scheme KPIs to end 2020.

It is to be noted that during this period there was a national lockdown (level 4 or 3) due to Covid-19 from 25 March 2020 to 13 May, and an additional Auckland level 3 lockdown during August. There were very limited recycling collections during the March-May lockdown and restrictions have been retained by some councils and organisations since.

## 1.3 SCHEME GOVERNANCE

The PPRS operates under the governance of The Packaging Forum (PF) with its governing board appointed from the PF's voluntary schemes. The PF governing board is responsible for overall governance of all Schemes. Financial governance is provided by the PF's Finance & Risk Committee.

Lyn Mayes, the PPRS Scheme Manager reports to the PF's CEO Rob Langford.

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

**Nick Baker Chair**

General Manager, Visy Recycling

**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 Chair**

General Manager, Visy Recycling

**Malcolm Everts**

Marketing & Sustainability Manager, Cottonsoft

**Gavin Fong**

Managing Director, Plus Pac Packaging

**Steffan Pedersen Deputy Chair**

National Sales Manager, Cas-Pak Products NZ

**Karen Titulaer**

Head of Legal, Risk & Sustainability, Villa Maria Estate

**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





RECYCLING AT OREWA COLLEGE

## 1.4 REVIEW OF SCHEME 2020-2021

The scheme's performance has been impacted by Covid-19. Councils stopped collecting recycling from public place bins during the lockdown period with all materials sent to landfill. Scheme partners including airports, shopping malls, DHBs and stadia also stopped collections and for some the return to a new "normal" has been slow.

For the first time in seven years of reporting, collected tonnages have declined. Council collected tonnages dropped 21% although the contribution from new councils reporting as part of the final year of the LLRM project offset some of the decline. Resource recovery from commercial bins has fallen by 30%. The local government share of the total tonnage has increased from 38% to 44% in 2020 reflecting the impact of Covid-19 on many commercially owned public places.

There has been no change in the availability of public place recycling bins. We have not been able to identify how many bins were physically removed by councils during lockdown and in some instances have not reinstalled these facilities.

Events were severely curtailed during 2020. There was very little data captured from events however we have captured available data from stadia. Overall waste diversion at stadia and events was **50%** compared to **65%** in 2019. Waste diversion at permanent public place recycling bins in malls, transport hubs, DHBs etc was **40%** but as mentioned above reflects much lower volumes with many organisations closed during lockdown and not operating at full capacity for much of the year.

There has been a continued increase in New Zealanders awareness of public place recycling bins. This now sits at **66%** compared to 41% in 2014 when this was first measured by the scheme.

The colour coded bins installed through the Litter Less Recycle More project continue to perform well with better recognition. There are over 160 sets of these bins in 18 regions. 83% people say that standardised colours and signage make it easier to choose the right bin.

Since 2018 when the first LLRM bins were installed 833 tonnes of materials have been collected for recycling and 755 tonnes of rubbish and potential litter has been disposed of.

## Seven years of PPRS Scheme achievements (2014-2021)

The Public Place Recycling Scheme was established by The Packaging Forum as an industry funded initiative to increase recycling and reduce litter by 2020.

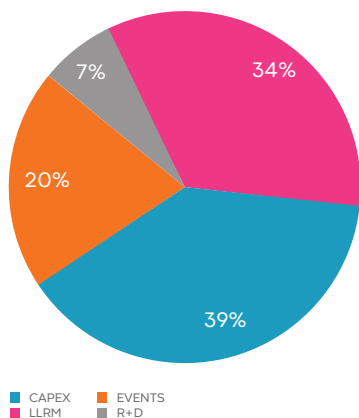
**In total the scheme has delivered around \$5.32 million value to New Zealand since its inception.**

This is based on the following investment:

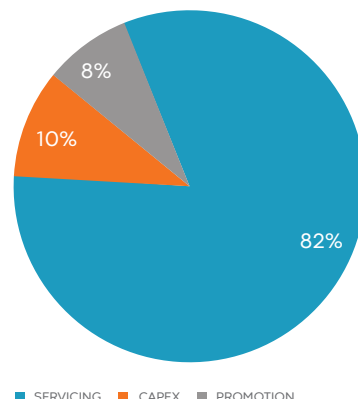
The PPRS has directly invested **\$949,172** in public place recycling and litter bins, recycling at events and R&D.

The PPRS also reports on the in-kind funding which recipients of scheme funding invest in public place recycling and litter abatement through procurement of additional "binrastructure", servicing costs and scheme promotion. This is worth **\$4.37 million** during the scheme with much of this an ongoing commitment.

### TOTAL SCHEME DIRECT FUNDING SHARE



### IN KIND CONTRIBUTIONS



The PPRS has collected **41,759 tonnes** of materials from the public place recycling bins from the bins which have been put in place either from scheme funding or via scheme members and partners reporting to the scheme.

**74%** of the total tonnage diverted from landfill was collected through the commercial sector with 26% collected by council public place recycling bins.

**254%** increase in the availability of public place recycling bins. The scheme set out to increase the availability of recycling bins in public places by 2020 by 300%. Prior to Covid-19 it was on track to deliver this. There are now a recorded 2925 public place recycling bins.

**66%** awareness of public place bins.<sup>1</sup>

**50%** waste diversion on average at major events and venues.

**6.1%** decrease in packaging related litter between 2014/2015 and 2017/2018.<sup>2</sup> **23% reduction** in observed littering behaviour rate.<sup>3</sup>

<sup>1</sup> Horizon Research

<sup>2</sup> Waste Not Consulting National Litter Survey 2018

<sup>3</sup> Be a Tidy Kiwi CCAT Survey 2017-2019



# WHAT THE PPRS HAS ACHIEVED IN 7 YEARS



**\$5.32 MILLION**

INVESTMENT IN PUBLIC PLACE  
RECYCLING AND LITTER REDUCTION

**254%**

INCREASE IN THE NUMBER OF  
PPR BINS = **2925 SETS OF BINS**

**40000  
TONNES**  
OF PACKAGING  
DIVERTED FROM  
LANDFILL

INCLUDING

**100 MILLION**

PLASTIC BOTTLES,  
ALUMINIUM CANS + GLASS  
BOTTLES RECYCLED EVERY  
YEAR IN PUBLIC PLACE BINS

**66%**

KIWIS SAY  
THEY HAVE  
**BINS WHERE  
THEY LIVE**

**50%**

AVERAGE WASTE  
DIVERSION AT **MAJOR  
EVENTS + VENUES**

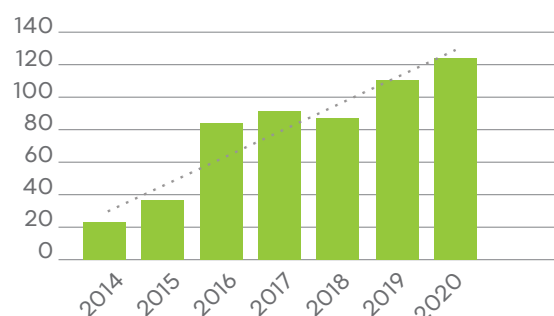
**6.1%**

**DECREASE IN  
PACKAGING  
RELATED  
LITTER  
BETWEEN  
2014 + 2018**

## 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 has grown since the scheme commenced in 2014.

### NUMBER OF PPRS MEMBERS



The scheme continues to monitor in kind contributions:

During the report year we are unable to report any in kind expenditure by scheme partners or members in public place recycling infrastructure or promotional activities. We continue to measure the investment made by organisations which have received funding from the scheme over the past seven years to service their bins.

In Kind Income Type	Income \$ 2019	Income \$ 2020
Servicing costs including LLRM bins and EYEFI	818,000	538,295
Capital expenditure	103,000	0
Promotional Costs	39,000	0
<b>Total</b>	<b>960,000</b>	<b>538,285</b>

## 2020/2021 Funded Projects

The scheme has allocated **\$15,400** to projects which increase the availability of public place recycling and rubbish facilities and to education and research programmes. There were no funding requests from events during the financial year reflecting the impact of Covid-19 on event planning.

Events | \$0

Capital Expenditure | \$5,400

Bottle Top Recycling Project | \$10,000

Research & Education | \$0

There have been six applications for funding for litter and public place recycling projects in the February/ March 2021 funding round.

## 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.



## 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 <sup>3</sup>	583kg
Plastic/Cans or Organics	1m <sup>3</sup>	130kg
Mixed	1m <sup>3</sup>	231kg
Paper	1m <sup>3</sup>	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. Soft plastic collection tonnages are not included in the PPRS volumes but reported separately by the SPR scheme.

We reviewed the conversion rates during 2015 and have retained these through to 2020 for consistency 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, and Reclaim. 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. Rubbish Direct, Smart Environmental and Visy Industries are members of the Packaging Forum.

The amount collected for diversion from landfill from those organisations and councils which report their recycling data is **5605** tonnes of packaging against a target 5912 tonnes (excluding organic waste collected for composting). This represents a 26% reduction over 2019 and reflects the massive impact of Covid-19 on recycling collections. Prior to Covid-19 the scheme was well placed to exceed its recovery targets.

The average monthly recovery rate for recyclables has reduced to 467 tonnes per month from 633 tonnes in 2019.

Figure 2: Recycling performance 1 January 2014 to 31 December 2020

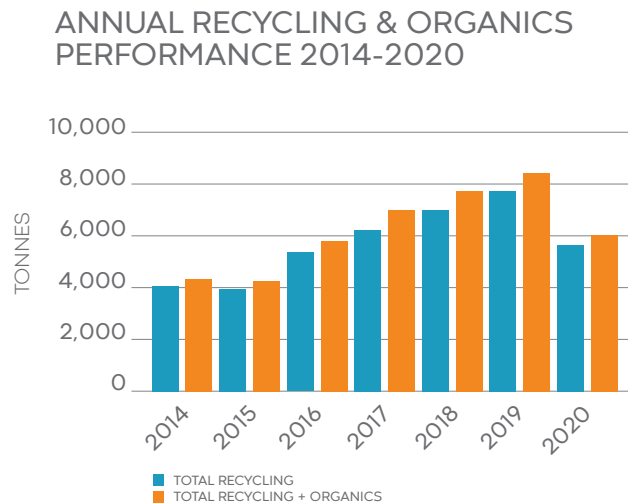




Figure 3: Breakdown of recycling data 2020

Annual Tonnes	Mixed	Plastic	Cans	Glass	Paper	Total Recycling	Organic	Total Recycling & Organic
Commercial	1464	99	1	150	1407	3120	372	3492
Councils	466	1	0	1381	637	2485	0	2485
<b>Total</b>	<b>1930</b>	<b>100</b>	<b>1</b>	<b>1531</b>	<b>2044</b>	<b>5605</b>	<b>372</b>	<b>5977</b>

Figure 4: 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
<b>Total</b>	<b>2121</b>	<b>72</b>	<b>7</b>	<b>2120</b>	<b>3275</b>	<b>7595</b>	<b>740</b>	<b>8335</b>

Figure 5: 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
<b>Total</b>	<b>1887</b>	<b>313</b>	<b>7</b>	<b>1153</b>	<b>3632</b>	<b>6994</b>	<b>642</b>	<b>7636</b>

Figure 6: 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
<b>Total</b>	<b>1926</b>	<b>359</b>	<b>15</b>	<b>836</b>	<b>3114</b>	<b>6248</b>	<b>580</b>	<b>6830</b>

Figure 7: 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
<b>Total</b>	<b>2114</b>	<b>92</b>	<b>12</b>	<b>530</b>	<b>2555</b>	<b>5303</b>	<b>390</b>	<b>5693</b>

Figure 8: 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
<b>Total</b>	<b>1728</b>	<b>87</b>	<b>11</b>	<b>533</b>	<b>1582</b>	<b>3941</b>	<b>335</b>	<b>4276</b>

Figure 9: Recovery of material by material type [2014-2020]

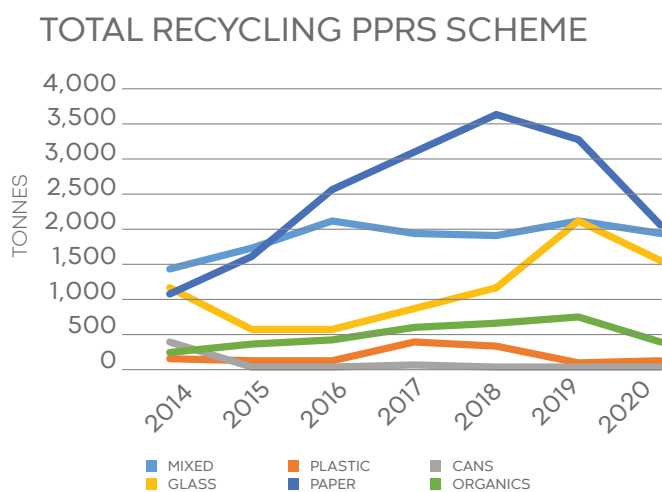


Figure 10: Organic/compostable collections [2014-2020]

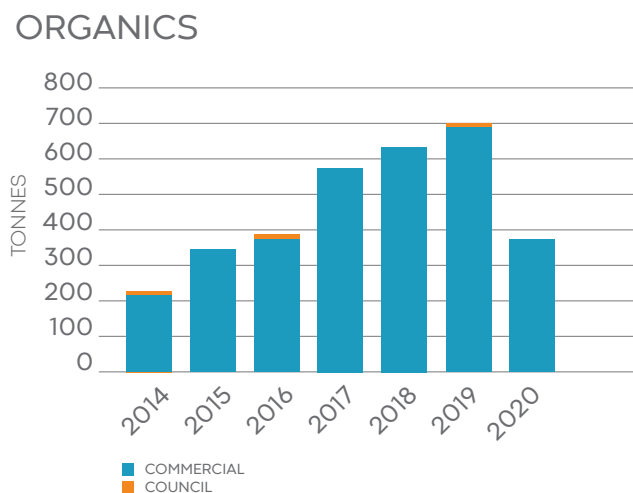
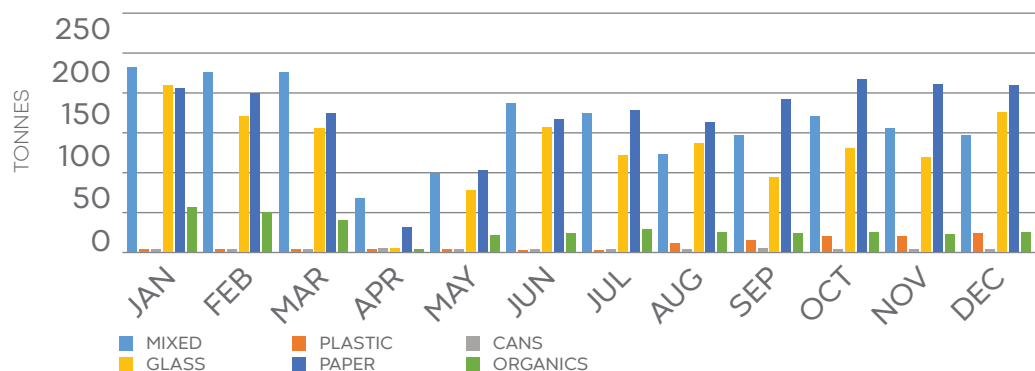


Figure 11: Recovery of material by material type by month 2020

## RECYCLING PER MONTH



The impact of Covid-19 lockdown is clearly shown during April and May.



## 3.0

### OBJECTIVES & TARGETS: CURRENT STATUS

Note: Actuals are presented as at end of 2020 and shown with the 2020 targets identified.

Objective	Baseline Dec 2012	Actual 2019	TARGET 2020	Actual 2020
<b>1a</b> Increase in packaging collected for recycling by commercial sector	1375 tonne	4443 tonne	5912 tonne	3492 tonne
<b>1b</b> Increase in organic waste collected for composting by commercial sector	215 tonne	739 tonne	349 tonne	372 tonne
<b>2a</b> Measure increase in packaging collected by councils and the commercial sector	1907 tonne	7596 tonne	6331 tonne	5605 tonne
<b>2b</b> Measure increase in organic waste collected by councils and the commercial sector	233 tonne	739 tonne	353 tonne	372 tonne
<b>4</b> Number of permanent bins	1150	2854	3462	2925
<b>5</b> Scheme Membership: Increase in participation	32	109	64	122
<b>6</b> Increased consumer awareness of PPR bins through media coverage	800,000 OTS	64%	52%	66%
<b>7</b> Waste diversion overall		43%	50%	53%
<b>7a</b> Waste diversion - events	46% recycled	65% events & stadia	70%	50% <sup>4</sup>
<b>7b</b> Waste diversion - all venues (malls, DHB, tourism, stadia)	35% recycled	35%	40%	40%
<b>8</b> Engagement with stakeholders including local government and recycling operators	58% satisfied	48% satisfied 23% dissatisfied	59%	n/a
<b>9</b> Evaluate and report on cost of recycling in public places at events and permanent locations	n/a		see 3.15	
<b>10</b> Conduct and report on Branded Litter Survey to inform scheme members and potential scheme members	n/a	Observed litter behaviour rate <sup>2</sup> = 29%	n/a	n/a

<sup>4</sup> Data from events limited in 2020

## ANNUAL TARGETS 2016-2020

KPI Objective	Base Dec 12	Target Dec 17	Actual Dec 17	Target Dec 18	Actual Dec 18	Target Dec 19	Actual Dec 19	Actual Dec 20	Target Dec 20
<b>1a</b> Packaging - commercial partners	1375	4442	4716	4886	5176	5375	4443	3492	5912
<b>1b</b> Organics - commercial partners	215	263	580	289	642	318	739	372	349
<b>2a</b> Packaging - commercial & councils	1907	4757	6248	5232	6994	5755	7596	5605	6331
<b>2b</b> Organics - commercial & councils	233	265	580	291	642	321	739	372	353
<b>3</b> Tonnes collected for recycling by type of collection point	Summary to be produced for each annual report								
<b>4</b> Number of PPR bins (permanent)	1150	2385	2597	2862	2847	3148	2854	2925	3462
<b>5</b> Scheme Membership (fee paying and in kind)	32	58	90	64	86	64	109	122	64
<b>6</b> Consumer awareness : awareness of bins in their area	not measured	46%	55%	48%	59%	50%	64%	66%	52%
<b>7</b> Waste diversion overall		41%	35%	43%	41%	46%	43%	53%	50%
<b>7a</b> Waste diversion - stadia/events	46%	60%	45%	63%	46%	65%	65%	50%	70%
<b>7b</b> Waste diversion - transport hubs, malls, DHBs, education	35%	37%	34%	38%	34%	39%	35%	40%	40%
<b>8</b> Engagement with stakeholders		65%	58%	67%	48%	69%		n/a	n/a
<b>9</b> Funding mechanism in place									
<b>10</b> Cost of recycling through PPR bins									
<b>11a</b> Conduct nationwide branded litter survey and count									
<b>11b</b> Reduce litter volume by 10%					5%		n/a	n/a	10%

### 3.1

## RECYCLING DATA BY LOCATION

This data is included for comparison with previous years but the availability of data has been impacted by Covid-19.

### Shopping Malls: Average 63% 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 remained consistent.

### Airports: Average 37% recycling rate =

Auckland, Christchurch and Wellington airports have been part of the Love NZ programme since 2008. The 2020 report excludes data from Auckland airport.

### Stadia: Average 56% recycling rate ▼

There are 15 stadia in New Zealand with capacity over 16,000 patrons. The scheme receives recycling data from 57% of these on either a regular or ad hoc basis depending on fixtures.

### 3.2

## WASTE DIVERSION STATISTICS

Waste diversion as reported by those councils and venues which provide both recycling and waste data has increased to 53% 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.

### 3.3

## STAKEHOLDER COMMUNICATIONS

The Packaging Forum promotes its Public Place Recycling and Litter Reduction programme on its website and via a monthly newsletter.

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

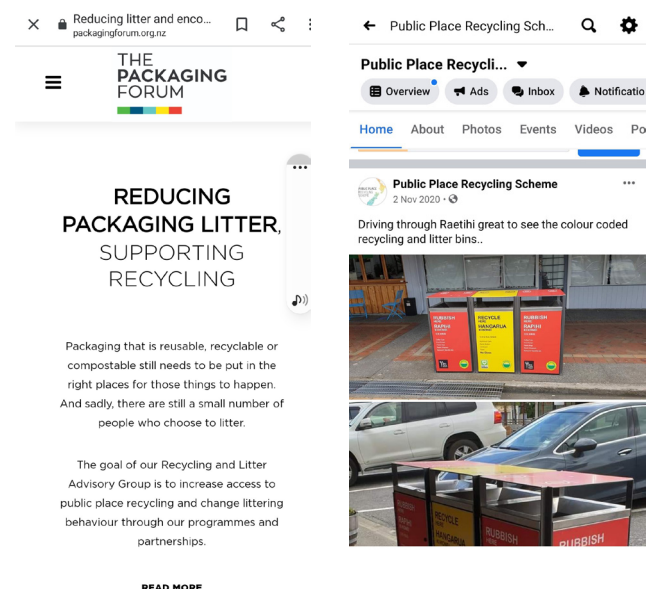




Figure 12: Recycling to Waste comparison

Location	2015 Recycling %	2016 Recycling %	2017 Recycling %	2018 Recycling %	2019 Recycling %	2020 Recycling %
All locations reporting	38	38	34	41	43	53
Events/stadia (closed loop locations)	40	42	45	46	65	50
Venue e.g. transport hub, garage forecourt, shopping mall, DHB, schools, tertiary education	37	37	34	34	35	40



## 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 contribute to the PPRS to enable all companies to share in the funding of public place recycling and litter solutions. There has been a 12% increase in the number of members.

### Company

Abe's Bagels	Griffins	- Mother Earth
A.E. Tilley	- ETA	Proper Crisps
All Good Bananas	- Nice & Natural	Restaurant Brands
Amcor Flexibles	Hello Fresh	- KFC
Arthur Holmes	Hell Pizza	- Pizza Hut
Aspect Productivity Technology	Hospitality NZ	- Carl's Jnr
Ata Rangitikei	Huckleberry	- Taco Bell
Babich Wines	Hunters Wines	Rubbish Direct
Beam Suntory	Innocent Packaging	Sacred Hill Wines
Bio Pak	Innopack	Salt of the Earth Packaging
Bluebird Foods	Integria Health	Sanitarium
BNZ	Jacobs Douwe Ebgerts	Saverglass NZ
Brewers Association NZ	James Crisp	Sealed Air
Cas-Pak	- Sunrice	Serious Foods
Ceres Enterprises	Karma Cola	Siempre Sustainable Solutions
Chantal	Kathmandu	Sileni Estate (Booster Wines)
Cloudy Bay	Kimberly Clark	Simplot NZ
Coca Cola Amatil NZ	Kono Beverages	Smart Environmental
Coffee Supreme	Kraft Heinz	Snell Packaging & Safety
Coopers Creek	Lawson Dry Wines	Something to Crow About
Cottonsoft	Life Health Foods	Spy Valley Wines
Coveris - TC Transcontinental	Lion	Square One
CUB - Harvest Bulmer	Liquorland	Stratex
DB Breweries	Lululemon	TCL Hunt
Delegat NZ	Mars Effem NZ	Tetrapak
Domino's Pizza	- Wrigley	The Baron
Ecobags	Meadow Mushrooms	The Better Packaging Co
Ecoclean	Metal Art	The Warehouse Group - 1 Day
Ecoware	Mexicano	The Warehouse
EnviroNZ	Mills Reef	Tom & Luke
Epic Dairy	Moi Agencies	Totalpak
EPNZ Technologies	Mondelez International	Tru Tech
Farrahs	Mrs Rogers	Tui Products
Fel Group	Neill Cropper	Villa Maria Estate
Flight Plastics	Nestle NZ	Visy Industries / Visy Glass
Foodstuffs	NZ Hothouse	Wainhouse Distributors
Frucor Suntory	NZ Post	Walter & Wild
Fruity Sacks	NZ Safety Blackwoods	- Hansells
Fulton Hogan	Oceania Meadowbank Retirement	- Hubbards
Futurity Water	Orora Beverages	Watercare Services
George Weston	Pernod Ricard	Westpac
Giesen Wines	Pitango	Whitehaven Wines
Globelet	Pluspac Packaging	Woolworths NZ
	Profile Foods	WOOP

## 3.5 COST OF RECYCLING

The scheme has been unable to collate and analyse costs during 2020 because councils and organisations which have previously supplied information were not able to supply consistent data due to the ongoing changes to collections caused by Covid-19.

## 4.0 SUMMARY OF PROJECTS

Note: Projects covered in financial year to end March 2020 rather than calendar year. Applications received in February/March 2021 for funding are under consideration.

Grants : Capital Expenditure	Allocation \$ excluding GST	Category
Bottle Top Project	10,000	Feasibility Study
Upper Hutt City Council	5,400	Capex
<b>Total</b>	<b>\$15,400</b>	

The PPRS has allocated funding to support the introduction of Upper Hutt's first recycling bins in a council park. Four sets of colour coded recycling stations (LLRM style) will be installed as part of the redevelopment of Maidstone Park. *Artist's impression*



## 5.0 FACTORS AFFECTING SCHEME

As noted through the report Covid-19 has impacted the scheme's performance in its final year of reporting.

There are no variations to the scheme.

There are no compliance issues to be reported.



## 6.0 PROMOTION OF SCHEME

Stakeholder	Activity	Frequency	Measurement	2020 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 6.08.2020 Facebook/website Monthly e-newsletter FMCG magazine promotions LinkedIn - 463 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	n/a
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 44 organisations Servicing costs captured from 12 organisations FMCG Magazine features
	Request feedback on scheme	Annual	Independent stakeholder survey	n/a
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
	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 2021	Horizon Research 2021
Consumers	What, how and where to recycle in public place	Ongoing	Website	packagingforum.org.nz Facebook - 440 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	
	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 1,216 respondents nationwide between 4-9 March 2021.

Respondents are members of the HorizonPoll online panel and a third-party research panel, representing 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 April 2020, 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

**50%** of respondents, equivalent to around **1.8 million adults**, have seen the new colour coded recycling and rubbish bins - up significantly from 37% in 2019. **81%** 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: Rotorua (80%); New Plymouth (82%) Tauranga (68%); Wellington (67%).

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

Compared with the overall result of 50%, 66% of 18-24 year olds had seen the bins and 64% of those aged 25-34 years.

The number who had not seen the bins peaked at 63% among those aged 75+.

The number who had not seen the bins peaked at 63% among those aged 75+.

### Seen bins - by household type

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

## CONTINUED IMPROVEMENT 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 2021

**40% | 66%**



**50%**

PEOPLE HAVE SEEN THE  
COLOUR CODED  
RECYCLING & RUBBISH BINS

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



2 OUT OF 3  
PEOPLE **AGED BETWEEN  
18 + 34** HAVE SEEN THE BINS



COLOUR CODING IS WORKING

**81%** SAY THE **COLOURS + SIGNAGE** MAKE  
IT EASIER TO CHOOSE THE RIGHT BIN



**1 IN 3 PEOPLE SAY THERE  
IS A PROBLEM WITH  
LITTER WHERE THEY LIVE  
BUT THEY ARE DOING  
SOMETHING ABOUT IT**



**77% OF PEOPLE WILL  
WALK >10 METRES TO  
FIND A BIN**



**39%**

PEOPLE WILL PICK UP  
LITTER THEMSELVES WITH  
WOMEN SAYING THEY ARE  
MORE LIKELY TO DO THIS



Respondents in the predominant household type, couples with no children at home, were the least likely to have seen the bins: 39% had seen the bins, 53% had not.

Respondents in extended family households were the next least likely to have seen a colour coded bin (49%). 50% had seen a bin.

## Perspective on litter

**34% of respondents (equivalent to around 1.23 million 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.

**23%** of people said they would not walk more than 10 metres to find a rubbish or recycling bin (21% in 2020 and 30% in 2017).

**28%** of people said they would walk more than 40 metres, equivalent to around 1.01 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.

**31%** said they would tell someone to pick it up if they saw someone drop litter in the street (38% in 2019) while **39%** said they would pick litter up themselves (36% in 2019).

Women were more likely to pick up the litter themselves (45%) than men (32%).

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

**34%** of respondents said they were aware of the Love NZ brand before the survey (compared to 38% in 2020; 27% in 2019; 40% in 2018, 35% in 2017; 29% in 2016). This indicates that around **1.21 million adults** are currently aware of the Love NZ brand.

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 66% of those aged 75+, 67% of 65-74 year olds and 65% of 55-64 year olds.

The highest number to have heard of Love NZ before the survey was 46%, of 18-24 year olds.

The "Be a Tidy Kiwi" brand was recognised by 82% or around 2.96 million adults - (83% in 2020; 92% in 2019; 87% in 2018; 84% in 2017).

Awareness increases with age but is still high at 70% among 25-34 year olds. It is 95% 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 2019 - June 2020.

**68** items were submitted for evaluation compared to **139** the previous year however reflects the cessation of the Litter Less Recycle More campaign as well as the impact of Covid-19.

**16** items name-checked **The Packaging Forum** compared to 71 in 2018/2019.

**17** referred to the **Public Place Recycling Scheme**, compared to **29** specific mentions of the PPRS in 2018/2019.

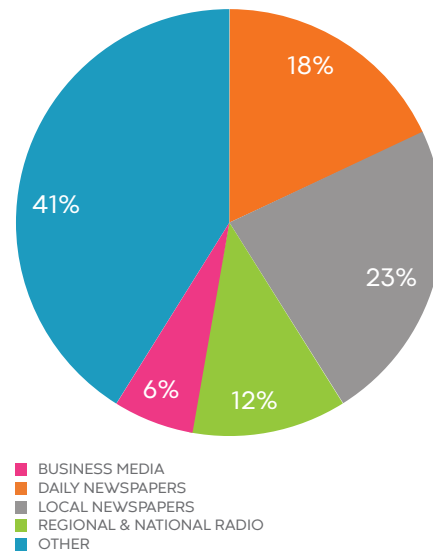
The Packaging Forum appeared in items that also mentioned **Love NZ** in **20** items compared to **5** in 2017/18. **PPRS** and **The Packaging Forum** appeared in the same item **18** times compared to **4** in 2017/18.

The total coverage or reach for **The Packaging Forum**, **PPRS** and **Soft Plastic Recycling Scheme** was in excess of **1.45 million**. This is based on circulation where known - actual potential readership/audiences could be higher.

### Summary of coverage 2017-2019

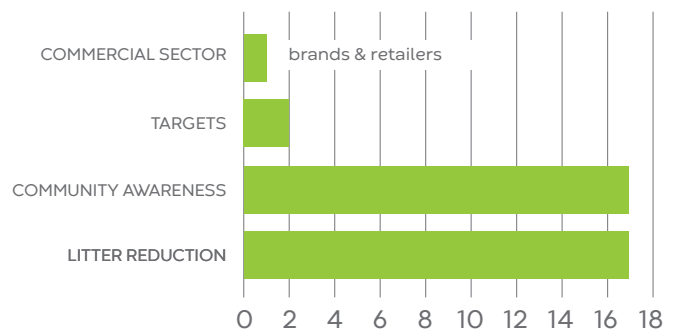


### Volume of PPRS messages by media company



### Volume of PPRS messages by items

The key messages relating to litter reduction and consumer awareness have been delivered.







## 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](mailto:donna@packagingforum.org.nz)