



SOFT PLASTIC RECYCLING SCHEME

VOLUNTARY PRODUCT STEWARDSHIP SCHEME

ACCREDITATION REPORT 01.01.21.-31.12.21



1

SCOPE OF SCHEME

The scope of the Soft Plastic Recycling Scheme includes the collection of post-consumer soft plastic packaging at designated retailers and drop off points. Soft plastic packaging consists of film made largely from HDPE (high density polyethylene), LDPE (low density polyethylene), PP (Polypropylene) and includes laminated plastics. Post-consumer flexible plastic includes bread bags, frozen food bags, toilet paper packaging, confectionery and biscuit wrap, chip bags, pasta and rice bags, courier envelopes, shopping bags, sanitary hygiene packaging, squeeze pouches and, in general terms, anything made of soft plastic which can be scrunched into a ball.

Currently, the scheme does not include pre-consumer / post-manufacturing / back-of-house soft plastic secondary or tertiary packaging. However, processing partners including Future Post, Pact Recycling (Astron), TC Transcontinental Packaging and Polyprint Packaging process these materials, and have made tonnages processed available for this report.

The scheme includes the funding of collection systems, transportation, and recycling of the plastic materials so that consumers can recycle their soft plastic packaging consumed at home, work or in public places. Since its accreditation in March 2018, the scope of the scheme has changed to include paying New Zealand processors for every tonne of post-consumer soft plastic material that they recycle.

Scheme members include plastic bag manufacturers, brand owners that use soft plastic packaging, retailers, and other organisations that want to get involved.

The Soft Plastic Recycling Scheme fully funds and operates the collection and processing of post-consumer soft plastics, allowing New Zealanders the opportunity to recycle their soft plastic materials. The scheme has grown in popularity and is consistently well received by the New Zealand public, councils, and industry alike.

1.1 Reporting period

The Soft Plastic Recycling Scheme achieved accreditation on 22 March 2018. This report provides data for the period **1 January 2021 to 31 December 2021**. It should be noted that during this period, there was a level 3 lockdown in Auckland during February and March, and a national lockdown (level 4 and 3) due to Covid-19 from 17 August to 7 September, with Auckland remaining in lockdown until 2 December and parts of Waikato and Northland also under a higher alert status. There were no collections or processing during the level 3 or 4 lockdown status which meant that collections were curtailed during the August – December period in Auckland.

1.2. Scheme governance

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

The Soft Plastic Steering Committee has its own committee which comprises representatives from its levy paying membership. The steering committee provides guidance to the scheme manager with regards to the operational management of the soft plastics collection service, and approves the scheme's budget. The steering committee has met monthly during the past 12 months.

The scheme manager reports to the Packaging Forum's chief executive, with a dotted line report to the scheme's chair, and is responsible for the day-to-day management of the scheme.

SOFT PLASTIC RECYCLING SCHEME **STEERING COMMITTEE**

MALCOLM EVERTS SP Chair
Marketing & Sustainability Manager
Cottonsoft

AURIEL BACKER
Facilities Specialist
Westpac

DEBRA GOULDING
Sustainable Packaging Programme Manager
Foodstuffs

KERI-ANNE MARTIN
National SHE Manager
Nestle

KRISTINA MISEVESKA
EHS Leader
PepsiCo

MARK MILLS
Sales & Marketing Manager
Goodman Fielder

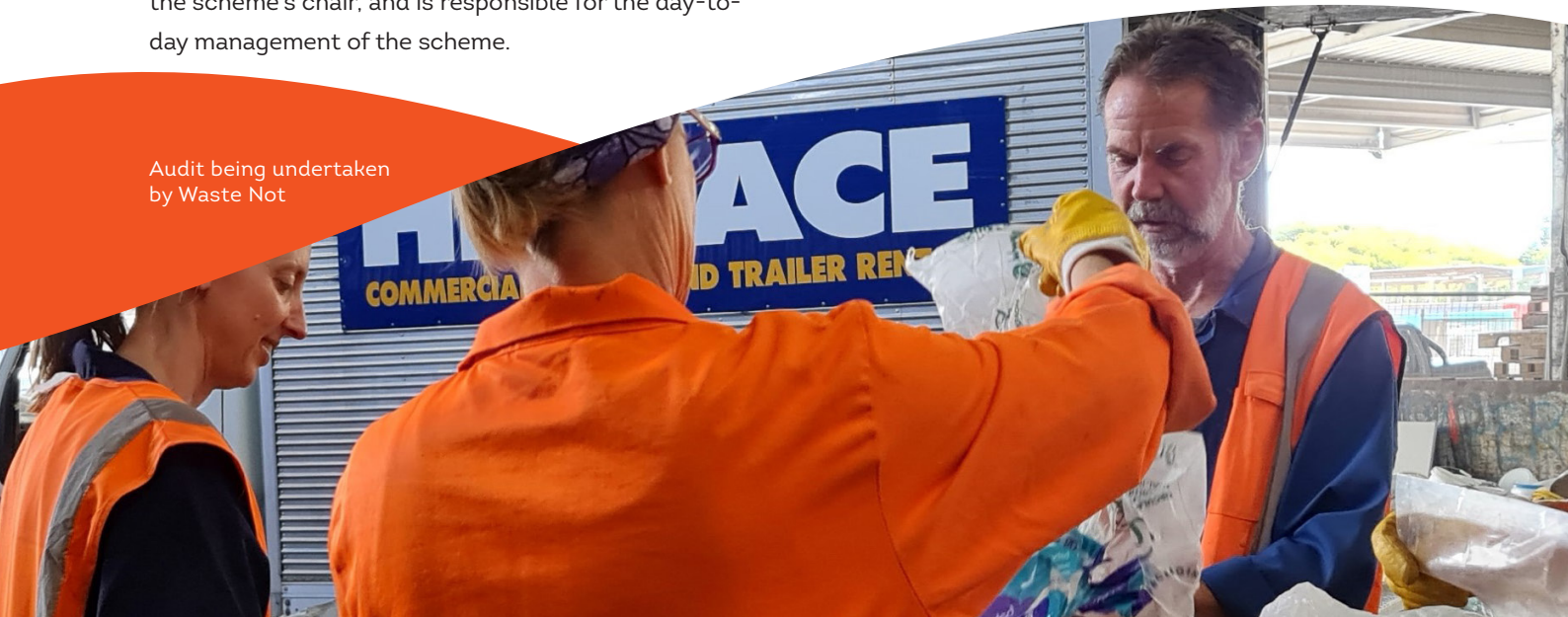
MICHAEL ANDERSON
Head of Sustainability
Goodman Fielder

MILLIE PORTER
Resource Recovery & Waste Reduction Manager
Countdown

ROBERT LETHBRIDGE
Costout & Sustainability Technologist
Griffins Foods

STEFFAN PEDERSEN
National Sales Manager & Sustainability Lead
Cas-Pak Products NZ

Audit being undertaken
by Waste Not

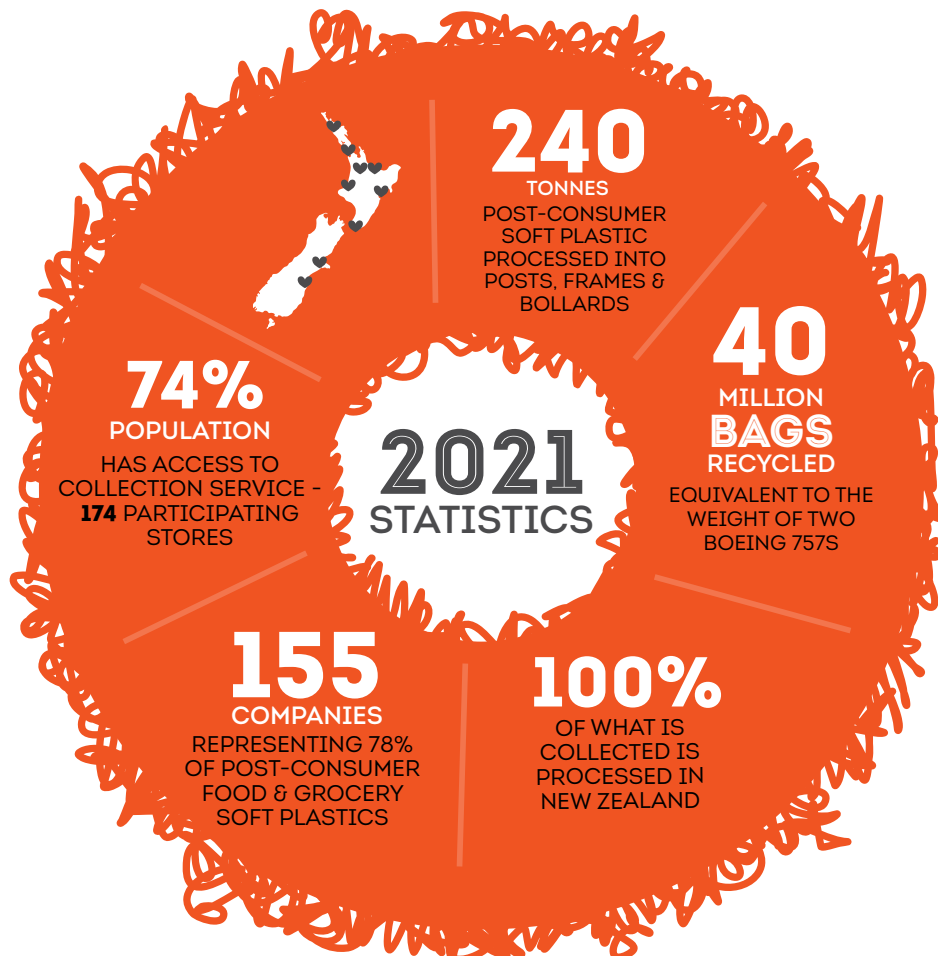


2

REVIEW OF THE SCHEME

The scheme represents approximately 78% of the food and grocery industry's post-consumer soft plastic packaging market. Members' levies fund collections from stores, quality checks, baling, transport to end markets, and pay an agreed rate per tonne to cover the processing costs. This is different from the traditional model where the processor pays the collector/recycler for the materials.

DELIVERING A CIRCULAR ECONOMY FOR SOFT PLASTIC IN NEW ZEALAND



2.1 Membership

Sustained growth enables further expansion of collections and processing

As at 31 December 2021, the scheme had 155 members which represents a 52% increase in membership from the previous year, and this is all despite the ongoing challenges businesses faced due to Covid-19.

Members pay a levy based on their company turnover, and an understanding of the volume of soft plastic materials they place on the New Zealand market.

The scheme has defined the resin codes which are acceptable to processors. The thresholds for materials accepted by the scheme are shown on page 10. The scheme also notes that it has measured consumption using available industry market data, however targets will be improved through access to data on imported/distributed materials.

Participation Levels in scheme. Based on IRI data and the brands identified in the Waste Not Consulting Branded Audit, the scheme represents approximately 78% of the soft plastic packaging post-consumer market for food and grocery products, as defined by the categories listed in Chart 3. In 2021 an additional seven categories have been added (highlighted). The scheme has continued to encourage the non-participant brands to join and has made significant progress during the report period with an additional 53 companies joining the scheme.

Chart 1. Membership

SOFT PLASTIC SCHEME MEMBERSHIP

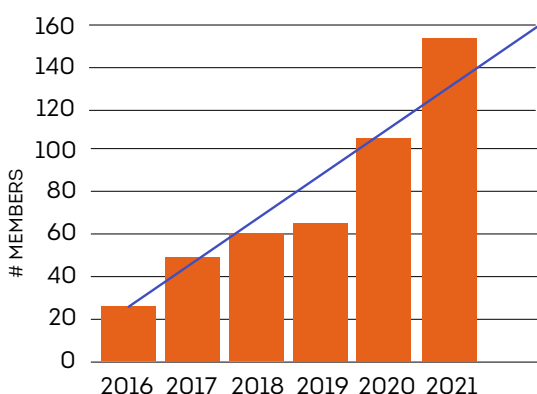
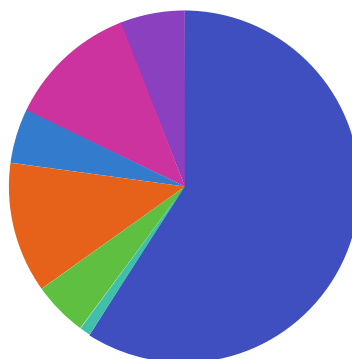


Chart 2. Members by category type

SOFT PLASTIC SCHEME MEMBER CATEGORIES



FOOD BRAND **59%**
 DRINKS BRAND **1%**
 GROCERY BRAND **5%**
 MANUFACTURER/DISTRIBUTER **12%**
 FOOD RETAILER **5%**
 OTHER RETAILER **12%**
 SERVICE/TOURISM INDUSTRY **6%**

Chart 3. Scheme members' estimated market share

CATEGORY	% SHARE OF TOTAL BY MEMBERS	UNIT SALES BY MEMBER BRANDS
Bread bags	90%	121,496,627
Potato chips	80%	128,692,480
Biscuits	55%	55,554,764
Frozen food bags	85%	54,402,581
Confectionery	90%	109,906,592
Pasta, rice + noodles	50%	40,100,021
Breakfast cereal	90%	56,700,032
Toilet tissue	90%	33,658,295
Sanitary hygiene	90%	12,456,959
Kitchen towel	85%	11,944,377
Instant/freeze dried coffee	60%	11,365,094
Block/processed/grated cheese	75%	25,100,191
Prepacked fresh salads/produce	75%	29,736,896
Bacon	75%	16,851,137
Fresh soups/meals	50%	2,132,212
Dry cat food	65%	6,911,283
Dry dog food	65%	3,387,762
Other - courier bags/meal kits	74%	27,000,000
Total	78%	746,605,302



MEMBER COMPANIES

1 day	Heartland Chips	Plant Tech Nation
AA	Heinz Watties	Polyprint
AB World Foods (Pataks)	Hello Fresh	PrimePac
Abe's Bagels	Hubbards (Walter & Wild)	Proper Crisps
Absolute Wilderness	Huckleberry	Pure Delish
All Good Bananas	Inghams	Quantum Pacific
Ancor Flexibles	Jacobs Douwe Egberts	Radix Nutrition
Animals Like Us	- Jeds/Ti Ora	Ravensdown
ASB	Jenkins Freshpac	Real Pet Food Company
Back Country Foods	Jersey Girl Organics	Real Rad Foods
Blue Frog Breakfast	Karajoz Coffee Company	Reckitt Hyho New Zealand
Bluebird	Kathmandu	Resene
BNZ	Kea Cookies	Sanitarium
Boost Group	Kelloggs	SC Johnson - Ziploc
Breadcraft	Kimberly Clark	Sealed Air
Bremworth Carpets & Rugs	KPL Distribution	Sealord
Calibee Australia	L'affare	Sea Treasure Seafoods
Cas-Pak Products NZ	LIC Distribution	Serious Food Co.
Ceres Organics	Life Health Foods	Sherbourne Packaging
Chantal Organics	Little Beauties	Silver Fern Farms
Classique International	Loft Foods	Simplot (Birdseye)
Clorox	Lululemon	Smart Foods
- Chux/Glad	Lyttelton Port Company	- Something to Crow About/Vogels
Coca Cola Europacific Partners	McCains	Snell Packaging
Coffee Supreme	Mars NZ	So Sweet
Cottonsoft	- Dine/Temptations/Whiskas/ Wrigley's	Stratex Group
Countdown	Meadow Mushrooms	Sunrice - James Crisp
Daltons	Mexicano	Suntory Coffee
Dole NZ	Mitchell's Nutrition	Swisse Wellness
Ecolean	Mondelez (Cadbury)	Tasti
Enphase Energy	Mondelez (Cadbury)	TC Transcontinental Packaging (Coveris)
Epic Dairy	Mother Earth (Prolife Foods)	T & G Global
Essity	Mrs Rogers	Tegel
Farrah's	Multivac	The Baron
Ferrero	My Food Bag	The Lactation Station
Flexopack NZ	Natural Pet Foods Group	Thermogard
Fonterra (Mainland/Tiptop)	Naturally Organic	The Warehouse
- Anchor/Kapiti/Perfect Italiano	Nestle	Tio Pablo
Foodstuffs	New Zealand Post	Tom & Luke
Foundation Coffee	Nibblish	Trevelyan
Freightways	NZAgbiz	Tui Products
- NZ Couriers/Now Couriers/Castle Couriers/Post Haste Couriers	NZ Hothouse	Unilever
Frucor Beverages	NZ Sugar	- Continental/Streets/Magnum/ Paddlepops
Fruity Sacks	Oceania Healthcare	Venerdi
FSL Foods	OF Packaging	Vitaco Health (NZ)
General Mills	Offshoot (NZ)	Watercare Services
George Weston	Only Organic (McCallum Industries)	Wellington Regional Hospital
Goodman Fielder	Oob Organic	Westpac
Good Noze Pet Cuisine	Orange Box	Whittaker & Sons
Gourmet Brands	Oriental Cuisine	Woodhaven Gardens
Griffins	Ours Truly	Woop
Hally Labels	Pams	Z Energy
Hanes	Paramount Safety Products	
Hasper Brand Labs	Peggy Sue Soaps	
	Pitango	

2.2 Stakeholder Relationships

The scheme has a major focus on communicating with the consumer as reported in Section 5. In March 2021, the Horizon Research poll found that 48% of respondents have heard that they can recycle their soft plastic bags and packaging at supermarkets and other stores, meaning around **1.74 million** adults are aware of the programme.

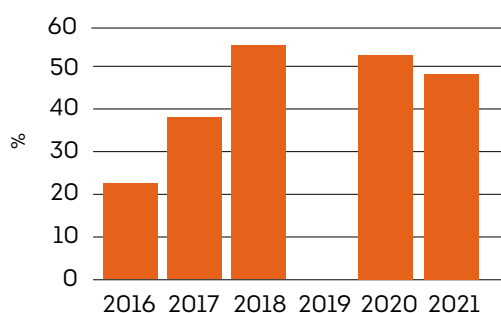
Since 2016, the number of people who have heard of soft plastic recycling has risen from 22% to a peak of 55% in 2018 prior to the reset of the scheme in 2019, and when geographic coverage had reached over 80%. Awareness is highest for people aged between 25 and 44 years old (55%).

In the regions where soft plastic collections are available, recognition is as follows:

- Auckland, 60% of respondents said they had heard of the programme and 60% said they have seen one of the soft plastic recycling bins in stores. 35% say they have used the service (29% in 2020).
- Christchurch: 61% of respondents said they had heard of the programme, and 50% said they have seen one of the soft plastic recycling bins in stores. 15% say they have used the service which restarted in the region in February 2021.
- Hamilton: 50% of respondents said they had heard of the programme, and 51% said they have seen one of the soft plastic recycling bins in stores. 31% have used the service (30% in 2020).
- Wellington: 45% of respondents said they had heard of the programme, and 50% said they have seen one of the soft plastic recycling bins in stores. 21% have used the service (32% in 2018).

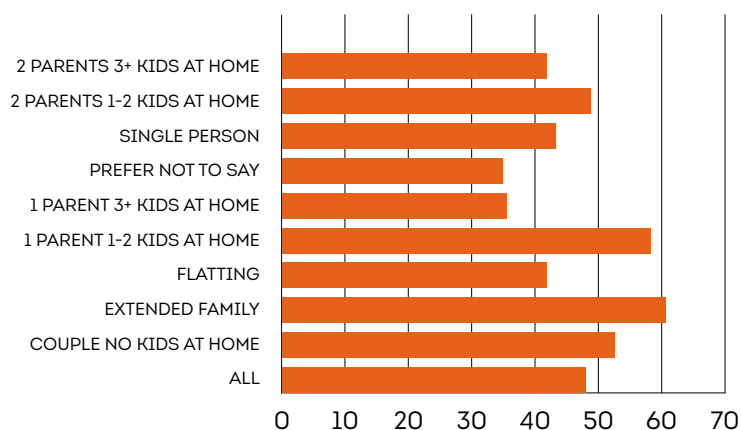
By household type, awareness of the scheme is highest (61%) among extended families and one parent families with 1 or 2 children at home (58.5%). It is lowest among one parent families with 3+ children at home.

HEARD ABOUT SOFT PLASTIC RECYCLING?



note: Scheme was on hold during 2019

HOUSEHOLD TYPE



Stakeholder Relationships

The scheme has worked with the Food & Grocery Council, Retail NZ, Plastics NZ, and the Sustainable Business Network during 2021 to promote soft plastic recycling. The scheme has presented to members of the Food & Grocery Council, Australian Packaging Covenant Organisation (APCO), Baking New Zealand, IRI Worldwide, as well as a wide range of members and prospects.

To amplify awareness amongst stakeholders, the soft plastic collection service has been actively promoted in Local Government Magazine, Supermarket News, FMCG Magazine, and via social media channels – including the scheme's own facebook page. In addition, the scheme receives and responds to numerous requests for information from schools and tertiary institutions, as well as various requests from media, both national and regional. There are also many ongoing requests for information via the scheme's facebook page as well.

The scheme works with councils in the regions where there is a collection service to promote the scheme to the local community. There is considerable demand by councils and their communities for a soft plastic recycling collection service, and every effort is being made to expand the scheme's geographic reach; it is, however, dependent upon our ability to leverage available logistics services.

The scheme actively promotes the need for local and central government, as well as industry, to purchase products made from recycled soft plastics to create demand.



Launching the Soft Plastic Recycling Scheme in the Hawke's Bay in July 2021.

3 CURRENT WASTE GENERATION: MASS BALANCE

3.1 Methodology

The volume of bags by type has been calculated from information supplied by IRI New Zealand. In the report year, the scheme has worked closely with IRI so that future data can be better tailored towards the needs of the scheme. To improve the quality of the data seven new food and grocery categories have been added, including coffee, bacon, pouches, and pet food, which reflects changes to packaging to meet the scheme's recyclability thresholds.

The Packaging Forum is also working with the Food & Grocery Council to encourage members to complete the plastic consumption questionnaire which is conducted independently by Dynata. The FGC survey also includes secondary and tertiary packaging, including shrink wrap, so will provide a dataset which will assist the scheme as it continues to work towards meeting the criteria for a priority product.

From 2022 onwards, the GS1 data requirements for the National Product Catalogue will include recording plastic by resin type and colour for all new products with the expectation that all products will have this information by 2025. These ongoing improvements to data capture will improve the robustness of the scheme.

The average weight per items is calculated from the audit conducted by Waste Not Consulting in March 2021. Average weights by category do vary for each annual audit which also impacts the tonnages.

The average weight of a bag is 7.42 grams consistent with 2020.

The total weight of post-consumer soft plastic packaging for the same food and grocery categories as in 2020 report shows that consumption on a like for like basis has increased slightly from 4676 tonnes to 4781 tonnes - see categories 1-10 in Chart 4.

In this report we have also included seven new categories from IRI (11-17) and based on industry

Chart 4. Estimated volume of soft plastic bags by category

BAG TYPE	UNIT SALES	AVE WEIGHT IN GRAMS	TOTAL TONNES 2021	TOTAL TONNES 2020
1 Bread bags*	134,996,252	6.1	823	1127
2 Potato chips	160,865,600	4.4	708	611
3 Biscuits	101,008,661	3.4	343	396
4 Frozen food bags	64,003,037	11.4	730	535
5 Confectionery	122,118,435	1.9	232	162
6 Pasta, rice + noodles	80,200,041	5.1	409	534
7 Breakfast cereal	63,000,036	10.6	668	681
8 Toilet tissue	37,398,106	13.3	497	363
9 Sanitary hygiene	13,841,065	13.3	184	133
10 Kitchen towel	14,052,208	13.3	187	134
11 Instant/freeze dried coffee	18,941,824	4.4	83	
12 Block/processed/ grated cheese	33,466,293	6.8	228	
13 Prepacked fresh salads/produce	39,649,195	5.9	234	
14 Bacon	22,468,182	7.6	171	
15 Fresh soups/meals	4,264,425	7.1	30	
16 Dry cat food	9,414,281	19.8	186	
17 Dry dog food	5,211,941	19.8	103	
18 Loose produce bags	150,000,000	5	750	
19 Other - courier bags/meal kits	50,000,000	6.4	320	
20 Other - garden/ reusable bags	50,000,000	19.8	990	
Total	1,174,900,210		7877	4676

NOTE: 2021 IRI data = calendar year 2021

2020 IRI data = September 2019-August 2020

* Difference in tonnes is due to audit reporting different weight per bag. Industry has confirmed 6.1 grams per bag is appropriate. This would restate 2020 tonnes to 848 Tonnes which is consistent with 2021.

sources refined our estimates on 'other categories' which our members represent that are not included by IRI.

On this basis, an estimated 7877 tonnes of post-consumer soft plastic packaging was consumed. This equates to around 1.6 kg of soft plastic packaging consumer per annum, per New Zealander.

The scheme will continue to assess how to measure the volume and tonnes of non-food and grocery items. 18% of scheme members are now in the general merchandise, clothing or other categories, and the scheme does not currently have access to volumes. This will be a requirement for a priority

product scheme and, until this is in place, we will encourage members and the wider industry to participate in the Dynata survey.

Acceptable Plastic Resins

The material thresholds are now integrated within APCO’s Australasian Recycling Label and have not changed in the report year. However, the scheme is working with APCO and members on a future alignment with CEFLEX’s (ceflex.eu) Designing for a Circular Economy Guidelines which facilitate higher value recycle and a move to mono-polymers. That said, we are aware of new projects including advanced recycling which will accept a broader range of resins (typically still excluding PVC, Extended Polystyrene and compostables).

The scheme currently accepts materials which are plastics resin code 2, 4, 5 with acceptance of resin codes 1 and 7 in a blended mix with the primary plastic. Secondary materials must be less than 30 percent in total across all secondary material types, and primary materials (HDPE; LDPE; PP) must be a minimum of 70% by weight.

The range of acceptable plastics is governed by what can be processed at present.

Chart 5. Materials Thresholds Table

		SECONDARY MATERIALS %									
		PET	HDPE	PVC	PVDC	LDPE	PP/BOPP	PS	NYLON	EVOH	COMPOSTABLE PLASTIC PAPER/LABELS
PRIMARY POLYMER	PET										
	HDPE	30						30	30		30
	PVC										
	LDPE	30						30	30		30
	PP	30						30	30		30
	PS										
	NYLON										
	COMPOSTABLE										

LEGEND		
COLOUR	LIMITS	FUTURE POST CLASSIFICATION
primary polymer		recyclable
secondary polymer		recyclable in a blended mix
not accepted for recycling		not recyclable

Mondelez, Future Post and Conservation Volunteers plant 1000+ native trees and install fencing.



3.2 Collection

The measurement of tonnes collected is measured by collection records.

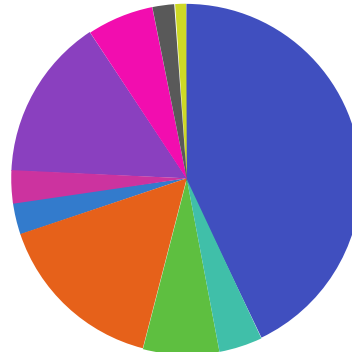
In Auckland, and some other parts of the upper North Island, Countdown and Foodstuffs' stores bale the bags of soft plastic in store and then these bales are transported to Future Post. My Food Bag and WOOP also have return services for their customers, and these are baled by our collectors in the relevant regions.

Chart 6. Regional collections

REGION	COLLECTOR	% SHARE OF TOTAL	STARTED
Auckland & Waikato	Abilities	23	
Wellington (to Kapiti)	Earthlink	22	
Christchurch	Kilmarnock	18	Feb 2021
Hawke's Bay	3R	3	Jul 2021
Oamaru	Waitaki RR	-	Dec 2021
Paeroa	Agrisea NZ	-	Dec 2021
Auckland/upper NI	other	34	

Chart 7. Drop off locations by region

PERCENTAGE OF DROP OFF LOCATIONS PER REGION



AUCKLAND 43%

NORTHLAND 4%

WAIKATO 7%

WELLINGTON/KAPITI 16%

BAY OF PLENTY 3%

TARANAKI 3%

CHRISTCHURCH 15%

HAWKE'S BAY 6%

OAMARU 2%

PAEROA 1%



Scheme manager, Lyn Mayes with the display of the veg boxes at The Warehouse

3.3 Processing capability

The scheme provides a continuous supply of materials for processing. The soft plastic bag which is recycled today will be a fence post in a matter of weeks.

The scheme has supply agreements with two New Zealand processors: Future Post in Waiuku, and Second Life Plastics in Levin. In 2021, Second Life Plastics were not able to accept mixed post-consumer plastic for recycling.

The measurement of tonnes processed is measured by records provided in monthly invoices by processors.

The measurement of demand from recyclers is measured by tonnages requested by processors to meet their production needs.

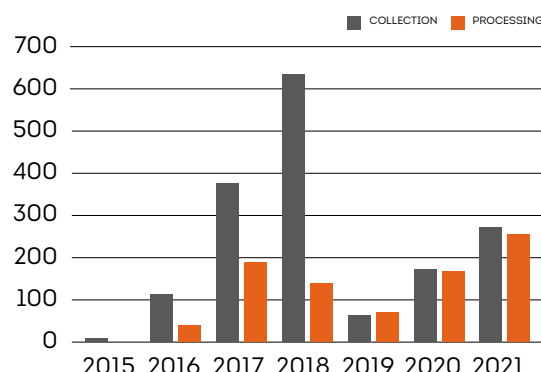
Throughout 2021, Future Post's processing capacity has increased with additional shifts, and with increased demand for their products from businesses and government departments. In December 2021 Future Post added a second production line in its Waiuku factory which will double the processing capacity during 2022. Further expansion is also planned with a plant proposed in Marlborough which will provide a solution for the South Island.

The impact of Covid-19 meant a delay in the scheme's expansion programme, and disrupted collections during lockdown periods whilst the country, and subsequent regions, were in levels 3 and 4.

Chart 8 shows the close correlation since 2019 between what is collected and processed.

Chart 8: Scheme Collections and Processing

COLLECTIONS + PROCESSING



3.4 New processing capacity

Future Post has further developed its programme for back-of-house/post-industrial soft plastic packaging. We include this as a separate line in this report.

The scheme discusses processing opportunities on an ongoing basis with potential new market entrants, and continues to monitor opportunities including pyrolysis, plastic to oil, extrusion, injection moulding, use in aggregates, and waste to energy.

The scheme has sent samples of soft plastic flake collected at stores to the Biofabrik Group in Germany for testing through the Plastoil WASTX pyrolysis technology, and we are pleased to report that our plastic meets their specification to provide a feedstock for chemical recycling.

OVER 4,000 TONNES
OF PRE-CONSUMER/
POST-INDUSTRIAL
SOFT PLASTIC
RECYCLED IN 2021

3.5 Industrial/commercial plastic processing

Future Post has further developed its programme for back-of-house/post-industrial soft plastic packaging. Future Post report the following tonnages:

	TONNES
PRE-CONSUMER/POST-INDUSTRIAL	2021
Future Post	640
Other processors	3,608
Total processed	4,248

We are also working with other processors to record the tonnes of pre-consumer/post-industrial soft plastic (LDPE) processed. In 2021 this was a total of 4,248 tonnes. This includes 2,000 tonnes processed by Pact Group – Astron.

Christchurch - we're
back!



4 OBJECTIVES + TARGETS

The following table outlines the objectives and targets set for the scheme reports on performance. In 2021 the scheme has met or exceeded the key performance indicators.

OBJECTIVE	PARAMETER	2025 TARGET	PERFORMANCE 2019	2020	ACTUAL 2021
Increase in tonnes of soft plastics processed in New Zealand or in near shore markets	Focus on processing of soft plastics rather than collection volumes	500 T	77 T	168 T	246 T
Increase the accessibility of the scheme to New Zealanders	Increase number of regions offering collection facilities ⁴	70%	50%	60% ⁵	74%
Improve quality of collected materials	Increase education and awareness to reduce contamination	Below 8%	not measured	7.1% ⁶	6.89% ⁷
Increased engagement in minimising plastic consumption to close the gap between consumption and recycling	Report on tonnes of soft plastic packaging consumed	n/a	4,684 T	4,976 ⁸ T	7,877 ⁹ T
Stakeholder support	# members	80	63	102	155
	Quarterly e-news sent to stakeholders	200	88	139	250
	# councils promoting the scheme	All		6	16 ¹⁰

4 Within 20km of work or home

5 Population based on Census Data 2019

6 Waste Not Consulting Audit March 2020

7 Adjusted to exclude the weight of the water in ice packs which were presented for recycling

8 Increased consumption in 2020 compared to 2019 due to Covid lockdown "stockpiling"

9 Adjusted for seven additional IRI categories plus 3 other categories based on industry input

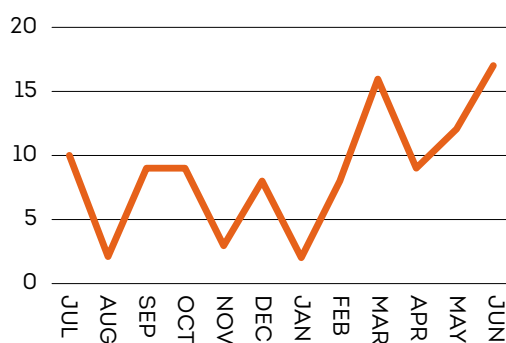
10 Auckland, Christchurch, Hamilton, Hastings, Hauraki, Hutt, Kapiti Coast, Napier, New Plymouth, Porirua, Rotorua, Taupo, Tauranga, Waitaki, Wellington, Whakatane

5 PROMOTION OF THE SCHEME

Media Evaluation

Independent media evaluation was carried out by Impact Media Evaluation for the period July 2020-June 2021.

The Soft Plastic Recycling Scheme was specifically mentioned in 105 items compared to 55 in 2019/2020. This reflects an increase in proactive media to support further expansion of the scheme and the re-launch in Christchurch during the report year. The coverage built from January 2021:

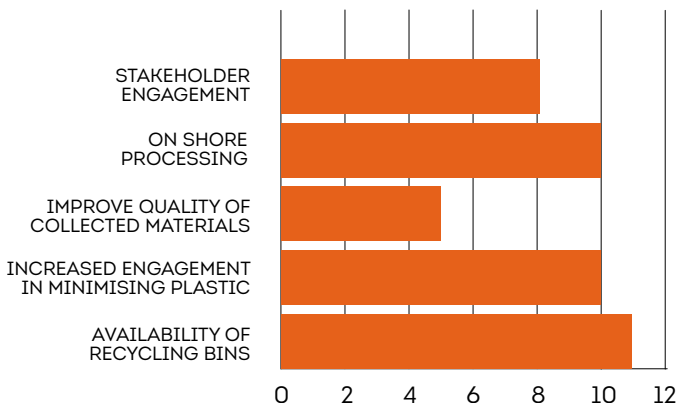


The potential reach for the Soft Plastic Recycling Scheme coverage was at least 2.37m people. This is based on circulation where known – actual potential readership/audiences could be higher. The predominant media categories are daily and local newspapers, business press and radio.

In the report year, the coverage was 98% positive with two negative pieces including a Herald on Sunday report in March 2021 on a Consumer NZ survey which noted that New Zealand has been ranked the second worst recycling nation after Brazil, and the lack of widespread collection points for soft plastics. However, in the positive or neutral pieces, there was some frustration that the scheme had not been re-extended to their area yet – but that also demonstrates the widespread demand and interest there is in the scheme.

Chart 9. Volume of Soft Plastic Recycling messages by items

VOLUME OF SOFT PLASTIC RECYCLING MESSAGES BY ITEMS



E-newsletters - The Wrap Up

The Wrap Up is a bi-monthly newsletter for scheme members, and other stakeholders. It is posted on the website (bit.ly/SPRS-TWU) and shared with news media.

Social Media

The Soft Plastic Recycling facebook page increased the number of likes by 20% to 9,589 at the end of December 2021, and 10,910 people follow the page. It operates as our major communication channel with New Zealanders that use or have used the scheme. 88% of users are female, and 36% of female users are aged 35-44.

Scheme posts during 2021

Posts about the Soft Plastic Recycling Scheme reached 170,536 people during 2021, and 27,700 people engaged in the discussion.

← Post Insights

MOST ENGAGING	RECENT
<p>Wishing everyone who has dropped off their ... 22 December</p>	<p>Reach 2K</p> <p>Engagements 100</p>
<p>Just a reminder that we use more plastic b... 6 December</p>	<p>Reach 4.6K</p> <p>Engagements 355</p>
<p>Love NZ Soft Plastics Recycling's cover photo 6 December</p>	<p>Reach 0</p> <p>Engagements 338</p>
<p>Hi everyone. For those in Auckland who have ... 1 December</p>	<p>Reach 24.1K</p> <p>Engagements 2.4K</p>
<p>Great piece on Future Post in the Otago Dail... 30 October</p>	<p>Reach 4.6K</p> <p>Engagements 283</p>
<p>Love NZ Soft Plastics Recycling Scheme Ma... 26 October</p>	<p>Reach 3.4K</p> <p>Engagements 339</p>
<p>Soft plastic recycling is now available at Co... 26 October</p>	<p>Reach 12.2K</p> <p>Engagements 1.3K</p>
<p>Please note we do NOT accept FACE MA... 13 October</p>	<p>Reach 3.9K</p> <p>Engagements 259</p>

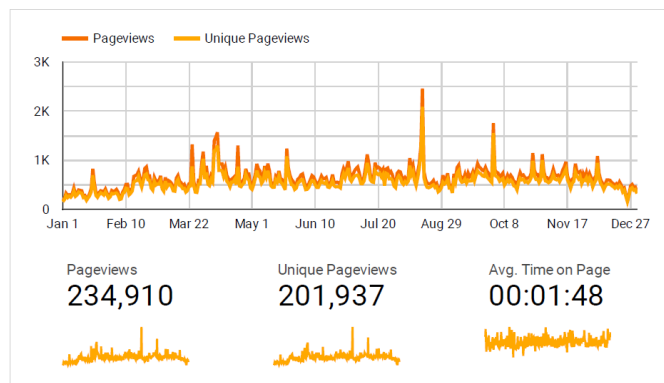
Website

The soft plastic recycling website provides up-to-date information about collection locations, and what can be recycled through the programme. The recycling.kiwi.nz website provides an important interface with New Zealanders; and is a stand-alone soft plastics website, which demonstrates its importance as an information source to consumers. In 2021, there were 104,425 users of the website (+39% over 2020) and 234,910 page views (+79%).

40% of users access the website via the store locator page.

70% users are female, and 42% are from Auckland, 18% from Christchurch and 11% from Wellington.

Overview of your user behaviors



People can check out which stores are currently providing the service on our website:

bit.ly/SP-store-locator, otherwise search "soft plastics stores" online.



6 FACTORS AFFECTING THE SCHEME

The scheme is 100% funded by industry, and meets many of the expectations outlined in General Guidelines for Product Stewardship Schemes for Priority Products Notice 2020 in that it:

- Delivers continuous improvement in minimising waste and harm, and maximising benefit from the priority product at end-of-life
- Invests in initiatives to improve circular resource use and new markets for the priority product by paying processors for the cost of recycling the materials
- Internalises the end-of-life costs with the cost of collection, management and processing of the products covered by the scheme
- Is free at the point of use; and
- Provides a transparent chain of custody for collected and processed materials with collection and processing data reported in this annual report.

However, the scheme has started looking at the changes necessary, particularly in terms of fee structure, organisational change, and increased processing capacity – all of which will be required as a priority product. In addition, a new soft plastics scheme design will be part of the overall plastic packaging co-design process.

We are pleased to report the ongoing growth of Future Post and that new technologies for processing soft plastic in New Zealand are emerging with industry's investment. We are not aware of any investment from the Government's Waste Minimisation Fund in projects to increase the onshore recycling of soft plastics, and hope that we will see future investment in soft plastic processing capacity through the Plastics Innovation Fund.

In terms of the impact of compostable plastic products on the scheme, compostable plastic bags now represent the majority of contamination as identified at audit.

7 LOOKING FORWARD

The scheme is committed to creating regional circular economy solutions for soft plastic but, with no South Island capacity available, we have leveraged our members' logistics networks to transport soft plastic back to Auckland. This has enabled the scheme to restart in Christchurch and Oamaru.

In 2022 we will continue to expand through local partnerships, utilising members' logistics services and identifying ways to bring soft plastic recycling to more remote areas. The scheme is also watching with interest the "Curby" soft plastic kerbside collection trials in New South Wales.

The scheme will also continue to assess what is required to create a framework which fulfils the 'priority product' requirements. This includes building a service for pre-consumer/post-industrial soft plastics, improving the consumption data through work with GSI and IRI, and continuing to seek and support new infrastructure projects.

The scheme will continue to monitor developments in Australia as they implement their own soft plastic recycling scheme and see investment in advanced recycling capacity.



want more info?
visit www.recycling.kiwi.nz/soft-plastics