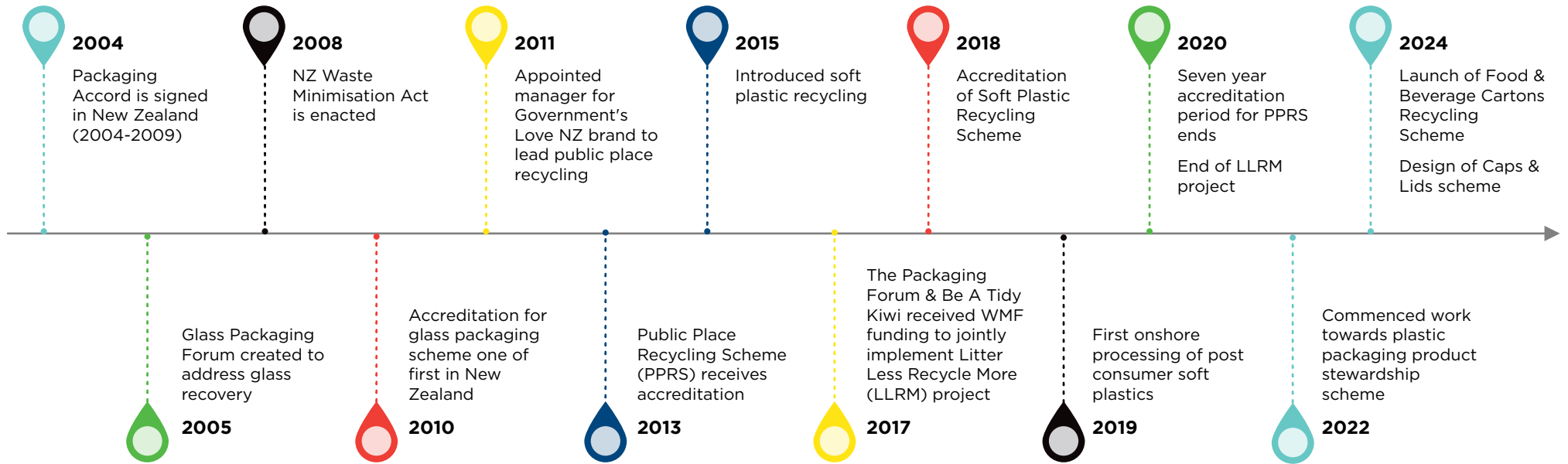


BUSINESS FUNDING WASTE REDUCTION & RESOURCE RECOVERY SOLUTIONS

REPORT 2023-2024

THE PACKAGING FORUM: OUR PRODUCT STEWARDSHIP JOURNEY



summary: business funding waste reduction & resource recovery solutions

The Packaging Forum has been investing in solutions to improve access to public place recycling, and litter abatement since 2010, initially through the Love NZ Public Place Recycling project which was put in place ahead of the 2011 Rugby World Cup with funding from the Waste Minimisation Fund.

Following the event in 2011, the Public Place Recycling Scheme was established as an industry funded initiative to increase recycling and reduce litter, receiving accreditation under the Waste Minimisation Act 2008 as a voluntary product stewardship scheme in 2014. This Scheme operated for seven years ending in 2021.

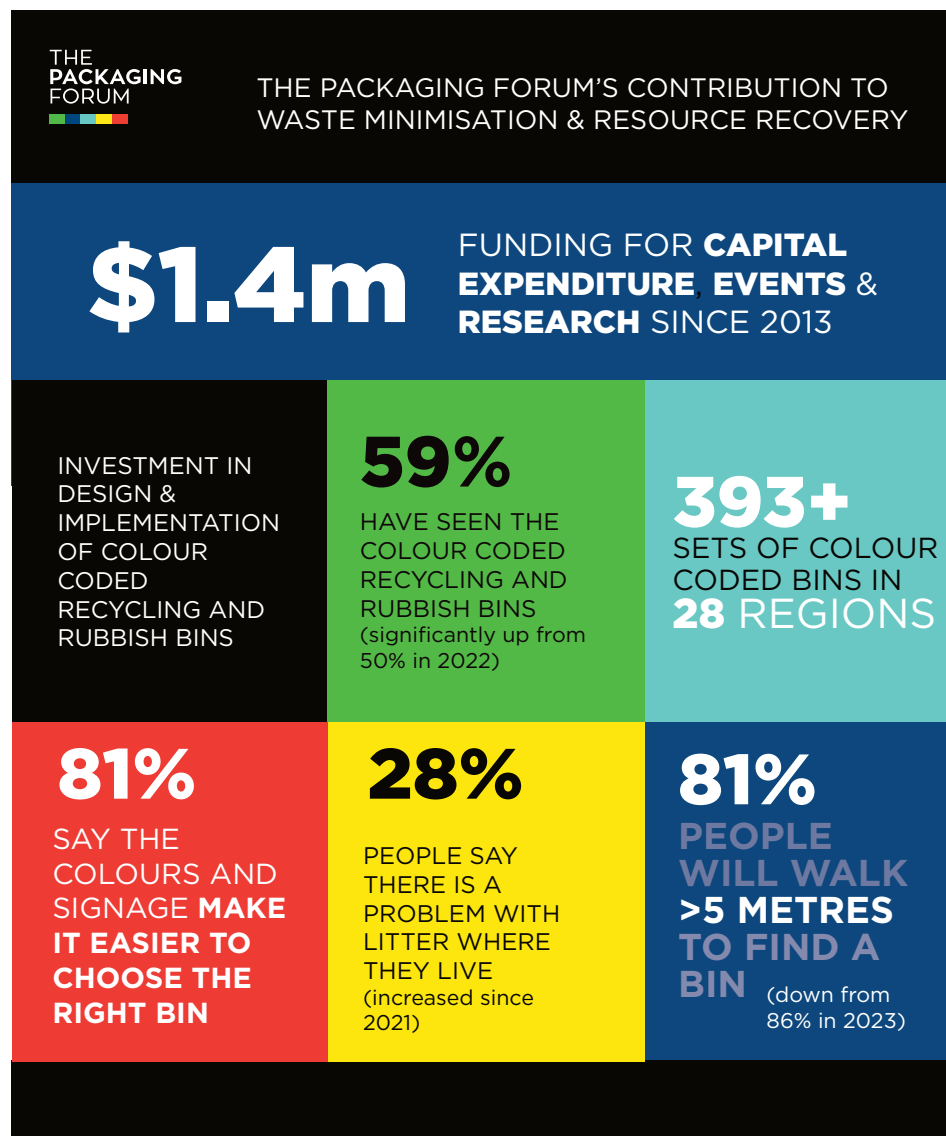
The Packaging Forum and Be a Tidy Kiwi (BATK) managed the Litter Less Recycle More campaign from 2017 to 2020 which established a standardised national network of colour coded “binrastructure”. Be a Tidy Kiwi remains The Packaging Forum’s community partner, and The Packaging Forum continues to promote and help fund standardised binrastructure.

For more than a decade, The Packaging Forum has collated public

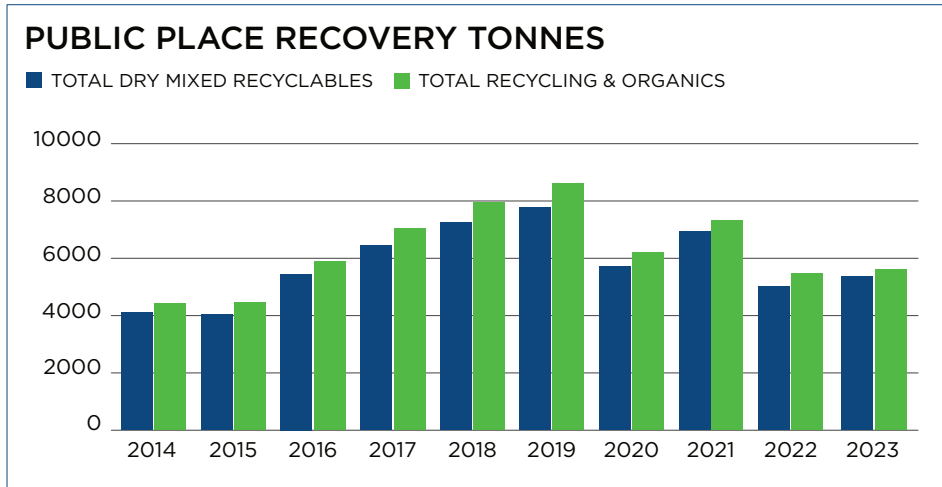
place recycling and waste data from funding recipients and Scheme partners. This provides evidence of the changes in provision of public place recycling and rubbish facilities over this time period. Some organisations have increased “recycling binrastructure” whereas others have removed recycling bins, citing contamination and service costs.

The Packaging Forum advocates for source separate material collections where glass bottles, cans and plastic bottles have separate recycling bins with at least one rubbish bin in the bin combination. Our research consistently shows that using colour coded standardised bins with clear signage and segregation reduces contamination.

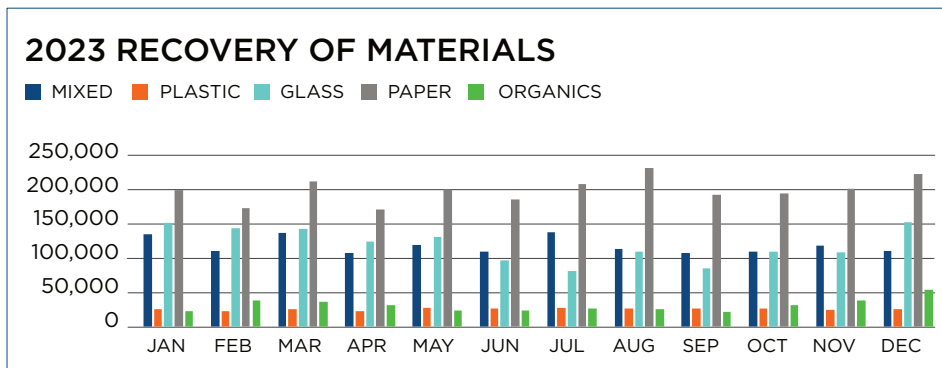
The Packaging Forum allocates funding to support organisations put in place solutions to reduce the creation of waste (reuse and refill infrastructure), and to increase the availability of public place recycling and rubbish infrastructure for communities and events. Applications for funding illustrate a shift from resource recovery projects to more of a focus on “reduction” initiatives.



summary of annual data (2014-2023) - measuring & monitoring



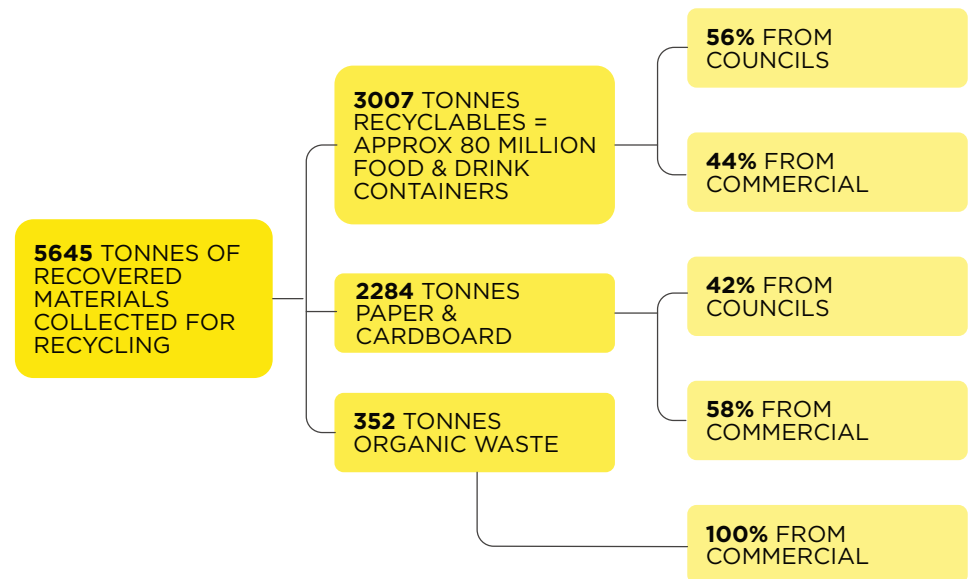
monthly summary



2023 key statistics | Continued evidence of a decline in council funded public place bins

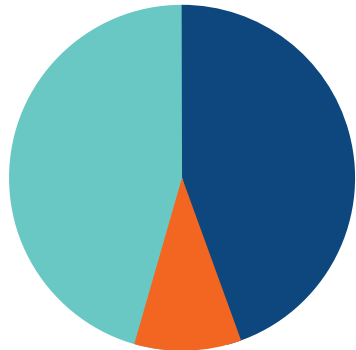
In 2023 5,645 tonnes of materials were collected for recycling by the organisations which report to The Packaging Forum, up 7% on 2022 data. Most notably, council collections do not show any signs of returning to pre-Covid collection rates. In 2021, 66% of the total collected was via council “binfrastructure” reducing to 48% in 2022 and 42% in 2023.

Participating councils reported tonnages down from 4,964 tonnes in 2021 to 2,625 tonnes with further examples of councils removing their public place recycling bins citing contamination and cost of service.



DRY RECYCLABLES IN PUBLIC PLACE RECYCLING BINS (EXCLUDING PAPER)

- MIXED BINS
- PLASTIC ONLY BINS
- GLASS ONLY BINS



how is it being collected?

Excluding paper and cardboard, and analysing the data by estimated units calculated from an average container size per material type, 73% of containers were in mixed commingled bins, 19% plastic containers, and 8% glass containers. This shows much greater source separation than in 2021 when 77% of containers were in commingled bins.

closed loop organic/compostable collections

350 tonnes of organic waste was collected for composting from the shopping malls, airports and stadia which report their waste diversion. This is consistent with 2022 data and provides ongoing evidence of venues investing in closed loop compost solutions for their food waste and compostable products.

waste diversion at venues and events

Waste diversion across all venues reporting both their recycling and waste data shows an increase recovery rate of 49% compared to 45% in 2022.



what have we funded: reduce and reuse investment

Since 2013, The Packaging Forum has allocated around **\$1.4 million** to support projects which increase the availability of public place recycling and rubbish facilities, and to education and research programmes.

The trends we are seeing in the availability and efficiency of public place recycling, has been reflected in a change to criteria for funding.

In 2023/24 **\$94,949** was allocated to projects which reduce waste generation, increase resource recovery in public places and at events and fund education and awareness.

2023 INVESTMENT	\$
Reduce/reuse	32,250
Resource recovery/recycling	19,879
Events	17,920
Education	9,600
Market/consumer research	15,300
TOTAL	94,949

reduce packaging with reuse systems

Aotea Envirokiwi

The Packaging Forum supported Aotea Great Barrier Island's vision to be the first island in New Zealand to eliminate 54,000 single use cups used annually on the island, which previously had to be transported back to Auckland to landfill.

Sustainable Waihi

Similar to the Aotea project, Sustainable Waihi has received funding for their Cup Cycle programme working with hospitality providers and Chunky.

reuse: rinse & repeat — wash against waste

Wellington's dish wash trailer came on stream in 2024 and The Seaside Market in New Plymouth is proudly fitting out its new truck which will be on the road soon. The Packaging Forum has now helped fund three wash trucks including the Envirohub Marlborough wash and reuse system.



recycle: championing resource recovery

The Packaging Forum has helped Waikawa Marina, in the Marlborough Sounds, provide resource recovery facilities for its berth and trailer storage expansion at the northern end of the Marina. The new facility accepts glass bottles and jars, paper, cardboard, and plastic. The Packaging Forum allocated funding to purchase a compartmentalised container for plastic and cardboard, and the Glass Packaging Forum funded a colour separated glass container.

Creative Northland: Waste Less Bin System

Creative Northland received funding for the implementation of a waste management event sorting and disposal plan with waste less bin stations which can be used by community event organisers across Te Tai Tokerau Northland.

education

The Packaging Forum first funded Tread Lightly in 2017 and over a three year period helped support Tread Lightly's Auckland school programme

for 5-12 year olds. As Tread Lightly reintroduces its Recycle Right workshops post Covid, The Packaging Forum has resumed its funding support to help bring the Tread Lightly Caravan mobile environmental classroom to primary and intermediate schools across Tamaki Makaurau Auckland. The messages align strongly with The Packaging Forum's drive to reduce our environmental footprint so we all "tread lightly".

events

2023 Zespri AIMS Games

This was the 20th anniversary of the AIMS Games which hosted 11,733 athletes including teams from the Cook Islands, Fiji and Samoa. The Packaging Forum proudly supported the event's recycling programme which resulted in a total of two tonnes of recyclable material, or 58% of waste, being diverted from landfill. The event's Green Team consisted of 50 students from four local intermediate schools who participated in the environmental training programme in the lead up to the games and delivered the recycling programme at the event.

Sanitarium Weet-Bix Kids TRYathlon

The Packaging Forum helped fund a waste manager to lead a team of waste volunteers at 11 events around the country. More than 20,000 children competed at these events and with the support of our soft plastic collectors we were also able to collect soft plastics from several of the events for recycling into posts or insulation board.

Savour in the Park, Picton – ready to kickstart summer

In November 2023 1,500 people attended Savour in the Park, enjoying gastronomic delights from 12 food and seven beverage stalls. The Packaging Forum's support helped divert cardboard, plastic, and glass containers from landfill.

ArtBeat: Creative Northland – 73% waste diverted using Waste Less Bin system

In February 2024 Te Tai Tokerau Northland's Free Community Arts activation event hosted 7,000 people with recycling sorted at recycling stations with zero waste ambassadors to assist visitors in making the right disposal decisions.



Rotorua Crankworx

The Crankworx World Tour series was back in Aotearoa New Zealand March 2024. As an international event putting Rotorua and the Bay of Plenty on the world stage, we have now provided funding for three years allowing us to track the progress made in terms of reducing waste by influencing packaging used by vendors, and to see that the pack out process contributes to a lot of the waste. Crankworx reports that PET packaging was almost totally removed from the event, soft plastic was collected, and all food vendors served food and drink on compostable serveware with no PLA used. Exhibitor waste streams and stocking of products have continued to improve.

consumer research: monitoring behaviour and attitudes to drive change

Horizon Research surveyed 1,025 respondents nationwide between 8-13 March 2024¹. Results were compared with data from similar surveys conducted since 2011.

59% (2,426,000 adults) had seen colour-coded recycling and rubbish bins before. This is a slight increase from **57%** in 2023.

Recognition in places where the bins have been installed for several years is higher: Otago (82%); Bay of Plenty (80%) Rotorua (81%); Taranaki (80%).

Respondents significantly more likely to have seen the colour coded recycling bins are:

- Under 35-year-olds **71%**
- Household income over \$150k **81%**
- People flatting or boarding - not a family home **70%**

¹ Respondents are members of the HorizonPoll national adult panel, the Horizon Research Māori Panel and a third-party research panel, used for source diversity. The total sample is weighted on gender, personal income, ethnicity, education, Party Vote 2023 and region to match the New Zealand adult population. At a 95% confidence level, the maximum margin of error is +/- 3.1%.

81% said that the colours and signage made the bins easier to use.

46% (1,865,000 adults) say there is not really or no problem with litter where they live, up significantly from **41%** in 2023.

28% said there was a problem with litter, slightly down from 31% in 2023.

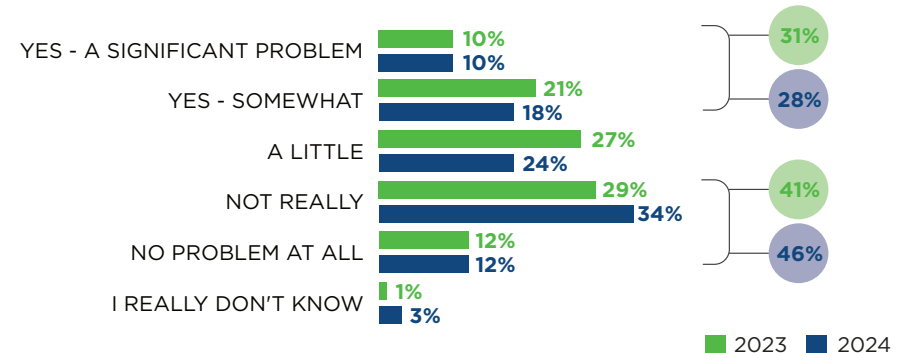
15% of Māori said there is a significant problem with litter in their neighbourhood. This is significantly higher than **10%** for the total sample.

When asked how far they would walk to find a rubbish or recycling bin, **34%** said more than 40 metres,

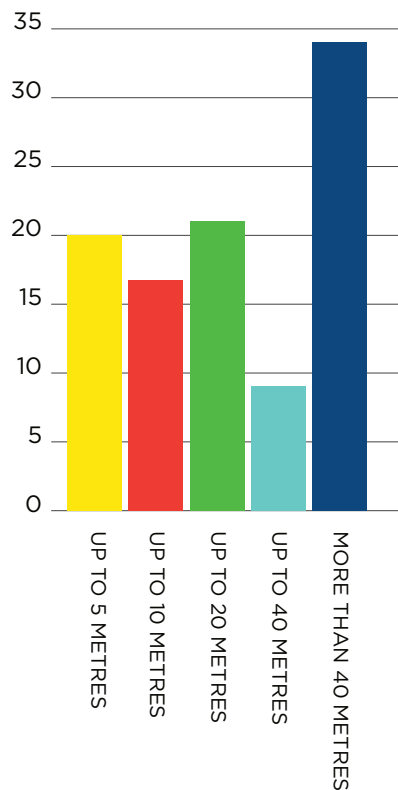
slightly down from **38%** in 2023. **37%** would walk up to 10 metres, which is a significant increase from **30%** in 2023.

41% of people aged 55+ years said they would walk more than 40 metres. This is significantly higher than **27%** of people under 35 years of age.

IS THERE A PROBLEM WITH LITTER IN YOUR NEIGHBOURHOOD?



HOW FAR WOULD YOU WALK TO FIND A RUBBISH OR RECYCLING BIN?



Be a Tidy Kiwi research

Be a Tidy Kiwi is The Packaging Forum’s community partner conducting research into how packaging materials are disposed of around the country.

In 2023 Be a Tidy Kiwi commissioned a series of “bin audits” to investigate the amount of packaging placed in public place recycling and rubbish bins, and to determine the success or otherwise of these bins in terms of correct use by the public. Audits were conducted by Sunshine Yates

Consulting and her appointed auditors in Auckland, Tauranga, Rotorua, Wellington, and Dunedin.

The research indicated that colour coded recycling bins are working well, and source separate bins are easier for the consumer to use and to reduce contamination.

The full report is available on packagingforum.org.nz/resources

summary of results

- **65%** of waste in **rubbish bins** is non packaging
- Packaging represents **83%** of materials in **public place recycling bins**
- Where there are **glass-only bins** **97.5%** of the contents of these bins was correct indicating that source separate collection systems are not only easier for the public to use but reduce contamination.



appendix 1

current waste generation - mass balance

Packaging and organic waste collected in public places is measured in tonnes. Data has been collected since September 2011.

The data is maintained as follows:

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

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 including glass	240 litre	59kg
Glass	1m ³	583kg
Plastic/cans or organics	1m ³	130kg
Mixed	1m ³	231kg
Paper	1m ³	231kg