



ZEROWASTE
NEW ZEALAND TRUST

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Encouraging and motivating all sectors of New Zealand society to work towards a target of **Zero Waste**.

Zero Waste Update March 2007

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Resource efficiency in the UK – a 'rough guide'!

Zero Waste will hold a one-day seminar in April with Ray Georgeson (voted three times as one of the 100 most influential people in UK's waste minimisation sector -1st place in 2005) and Angela White (sustainable development professional). The seminar will be a valuable opportunity for all policy makers, central/local government officers, community groups, and sustainability oriented businesses to get inspired on what can be achieved in New Zealand.

Ray and Angela are both taking sabbaticals from their waste jobs in the UK, and find themselves in New Zealand as part of their world tour.

In 1996 the UK government introduced a Landfill Tax designed to encourage more rapid diversion of commercial and municipal waste from landfill. As part of its implementation of the EU Landfill Directive, Governments in Britain produced new waste strategies focused on landfill reduction. This included the creation of a new dedicated agency for resource efficiency, the Waste and Resources Action Programme (WRAP). Following a review of waste policy by the Prime Ministers Strategy Unit in 2002, the Government also started the Landfill Allowance Trading Scheme to direct local authorities towards actual limits to the amount of waste they landfill, or to buy credits from other councils if they fail to meet their own prescribed limits. It has also released significant new funding, from the additional revenue generated by the Landfill Tax, which is helping businesses reduce their impact on landfill and improve their resource efficiency. England's Regional Development Agencies are key delivery bodies within this programme, known as BREW (Business Resource Efficiency in Waste).

RAY GEORGESON is Director of Policy and Evaluation for WRAP – the Waste and Resources Action Programme, and in New Zealand as part of a six month sabbatical. Ray is a recognised figure in UK waste and recycling policy, and has worked for WRAP since its inception in 2001 as part of the Waste Strategy 2000 for England and Wales, including a period seconded to the Prime Minister's Strategy Unit working on the *Waste Not, Want Not* report which produced a new policy package that has played a central part in a threefold increase in recycling in the UK since 2000.

WRAP is a UK Government funded, non-profit making agency dedicated to increasing resource efficiency in the UK. WRAP works across the spectrum of resource efficiency, from recycling market development and improving business resource efficiency, through to household waste minimisation, public education and communication campaigns and working with retailers to reduce their impact on household waste generation. Visit www.wrap.org.uk for more information.

ANGELA WHITE is Sustainable Development Manager for Resource Efficiency at Yorkshire Forward, the Regional Development Agency charged with improving the Yorkshire and Humber economy. With businesses facing tightening legislation and increased costs of waste, Yorkshire Forward has spearheaded a number of regional business support programmes. These range from advice and grants to reduce raw material and energy use; to help for recycling companies to expand their markets. Much of this activity has been funded through the UK landfill tax.

Angela established Yorkshire Forward's approach to Resource Efficiency and is responsible for its implementation and delivery. She will describe the approach that was adopted, some of the opportunities and obstacles that have been encountered and give practical examples from the private and not-for-profit sectors of how funding is helping businesses in Yorkshire to help divert waste from landfill. Angela is currently on a 12 month career break and is looking forward to talking about waste again! Visit www.yorkshire-forward.com for more information.

The seminar will be on Thursday 12th April in Auckland CBD. (Potential Christchurch seminar can be hold on 11th April if enough demand.) Register today from www.zerowaste.co.nz.

Registration will be closed on 30th March.

Now all plastic containers are recyclable – Manukau City

Manukau City Council has expanded its kerbside recycling collection to include all recyclable plastic bottles and containers (grade 1 to 7). Cosmetic containers, ice cream tubs and margarine containers are just a few examples.

Eighty percent of households use Manukau City Council's recycling collection, which has run for five years. During this time 4598 tonnes of number 1 and 2 plastics, 31,614 tonnes of glass, 46,252 tonnes of paper and 2595 tonnes of cans have been recycled.

All items for kerbside recycling collection should be rinsed and lids removed before placing them in the recycling bin. Bottles should be squashed and the lids go into a rubbish bag.

Manukau City Council Senior Policy Analyst, Waste, Patricia Facenfield says the expansion is a significant move that will make it easier for residents to recycle and "No plastic containers with a number on the bottom will have to go in the rubbish anymore".

Cyclops Yogurt has started own container collection service

Serra Natural Foods which produces Cyclops Yoghurts has announced that they start a new programme to collect Cyclops yoghurt containers for recycling directly from their customers in Auckland.



Cyclops Yogurt container is polypropylene (plastic no.5) and is currently a non-recyclable item of Auckland City's (and most of NZ councils') kerbside recycling collection. However, the company has decided to show their commitment to the customers and the environment. Zero Waste Trust congratulates Serra Natural on this responsible initiative.

Cyclops has had to stick with polypropylene as the PET (no.1) and HDPE (no.2) plastics have proved unsuitable for the injection-moulding manufacture of Cyclops Yoghurt packing. However, they wanted to make this year a greener one.

So rather than waiting it out for local authorities to extend their town's recycling schemes, Jim Small, Managing Director of Serra Natural Foods set up his own system, which in Auckland will see a home pick-up service for supermarket bags-full of clean used Cyclops pots and lids delivered directly to the recycler. This initiative will be monitored and adjusted if need be, then rolled out in Wellington and hopefully other cities later in the new year.

Aucklanders can arrange the pickup service through phoning 0800-473-772 (4SERRA) or emailing recycle@serrafoods.co.nz.

Arrangements will then be made with the courier contracted by Cyclops, to collect up to three supermarket bags crammed as full as possible of clean used pots and lids (Cyclops only) from their home or workplace. The collection will be within three days, so the courier can do other pickups in the area and avoid the excess emissions that would come from making a special trip. Labels must be removed, or it will clog the recyclers machinery and/or end up in the waste stream.

Banning the least efficient light bulbs –one proviso

Energy Minister David Parker said on 20 February the Government would look at following Australia's lead that incandescent bulbs will be phased out in two to three years.

"Excellent action on planning to replace the incandescent bulb. Good energy savings" –Jo Knight, CEO of Zero Waste Trust sent a congratulate message to Minister Parker the day after his comment. And she added "One proviso- **these bulbs need to go into the hazardous waste collection** when then do fail, as they contain mercury. The same

applies to fluorescent bulbs and LEDs. **This needs to be part of the public promotion right now.** And councils need to upgrade the hazardous waste collection facilities around the country.”

There is a company in NZ which provides a collection and safe recycling/destruction service for these mercury containing lights. To ensure collecting as many of these lights as possible, we need a returns system set up at the point of sale.

“In addition LEDs are emerging as a lighting choice for the future” Jo added. LEDs are currently being investigated by an energy lines company interested in using them for street lights. “In addition LEDs can be teamed up with solar panels, and traffic lights at rural intersections can be provided with no power supply. Whole towns in China are now lit up by these lights” said Jo. LEDs are extremely low energy, and can be used in the home as well. However they do contain potentially hazardous material in minute amounts and so should join the fluorescent bulbs in the hazardous waste.

“New Zealand needs to cover this off the disposal of these bulbs as it moves to be wholly sustainable” said Jo to conclude her message to the Minister.

WA\$TED! Show & Zero Waste Week in May 2007

Zero Waste Week this year is officially from Monday 21st to Sunday 27th May. Zero Waste Trust is working with the TV3’s new reality show WA\$TED to put together a competition for households and schools to show how much they can reduce their waste in one week. Get ready for the competition by checking out the show (Tuesdays 8pm, TV3) and www.wastedtv.co.nz, and watch for further details.

The logo for the TV show 'WA\$TED!' is displayed in a stylized, orange, outlined font. The dollar sign (\$) is integrated into the letter 'A'.

Magic Staplers & Zero Waste Smartbags – on sale to support Zero Waste Trust

Are you planning an eco-event? Want to impress your clients with something different promotion goods? We can help you with our staple-less staplers and reusable shopping bags!



Purchasing the staplers and bags from us means not just another shopping. It means you support Zero Waste Trust to keep its activity to minimise NZ's waste to landfill.

The staplers are from \$1.70 each and bags are from \$1.30 each (both including GST). We have some stocks available at our office, and they are ready to be sent to you. We look forward to hearing from you by email (sales@zerowaste.co.nz) or by phone (09 486 0734) to discuss further details!

News from around the world:

Smart designed new packaging reduce GHG emission - HP

HP has announced that its redesigned print cartridge packaging for North America will reduce greenhouse gas emissions by an estimated 37 million pounds in 2007 -- the equivalent of taking 3,600 cars off the road for one year.

The emissions savings are the result of smaller, lighter packages that both reduce the total carbon footprint of each cartridge and the truck and freighter transportation traffic required to ship them. Newer packaging also contains more recyclable and recycled content.

HP estimates its redesigned print cartridge packaging will eliminate the use of nearly 15 million pounds of materials, including 3 million pounds of corrugated cardboard in 2007. The packaging also will eliminate the use of more than 6.8 million pounds of polyvinyl chloride (PVC) plastic through material reduction and substitution of recycled content plastic and paperboard.

"Innovation at HP goes beyond just product design," said Pradeep Jotwani, senior vice president, Supplies, Imaging and Printing Group, HP. "Developing environmentally responsible packaging is not only valued by HP, our customers and our partners - it's also good business."

(News from Greenbiz.com)

http://www.greenbiz.com/news/news_third.cfm?NewsID=34586

Ireland - Government to raise levy on plastic bags

Ireland's Minister for the Environment, Heritage and Local Government, Mr. Dick Roche, T.D. has announced that the environmental levy on plastic shopping bags would be increased from 15c to 22c per bag with effect from Sunday 1st July 2007.

The plastic bag levy which came into effect on 4th March 2002 had an immediate effect on consumer behaviour - with plastic bag per capita usage decreasing overnight from an estimated 328 bags to just 21. This had an immediate benefit to our environment - with a decrease in excess of 95% in plastic bag litter. Surveys indicated that up to 90% of shoppers used long-life bags in 2003, compared with 36% in 1999.

"It is now five years since the plastic bags levy was introduced and its success in Ireland has attracted considerable international interest with the Irish model being replicated in other countries. We need to ensure that the success story continues into the future. There has been no increase in the levy since its inception and I am anxious to ensure that its impact is not diminished. Income from the levy has been increasing in the recent past and data from levies remitted and population estimates provided by the Central Statistics Office, would indicate that plastic bag usage rose to 30 bags per capita during the course of 2006. I am increasing the levy to the maximum of 22 cent allowable under

the existing legislation. I am satisfied that it will have the desired effect in stemming the pattern of increased usage of plastic bags that has been evident", the Minister said.

"As far as the plastic bags levy is concerned "less is more". I will be happier to see a decrease in revenue on account of the increased levy. What I want to see is less use of plastic bags and more use of long life bags", the Minister concluded.

(News from Warmer Bulletin)

Italy – the first Zero Waste town and door-to-door collection system

On Feb 24, 2007 **the town of Capanori** (population about 60,000, located near Lucca in Tuscany) **became the first town in Italy to formally declare a Zero Waste 2020 strategy.**

Italy is now leading the world in the rapidity and effectiveness of its door to door collection systems for diverting organics and recyclables from landfill. Nearly 700 communities in Italy have achieved 50% diversion in a remarkably short time. Communities in Lazio have achieved over 60% diversion in one year; Novara, near Turin, (population 100,000) has achieved a 70% diversion in just 18 months; communities in the Treviso region have topped 80% in 5 years. In a trial run with 25% of the population (about 15,000 people) they achieved 82% diversion. No wonder they are ready to declare a Zero Waste Strategy.

Their current collection system uses four containers: 1) organics; 2) paper products; 3) other mixed recyclables and 4) the residuals. On Mondays organics are picked up (brown container); On Tuesdays, the multimaterials (blue container). On Wednesdays, the organics and the paper products (white container). Thursdays, the residuals (grey container). Fridays the multimaterials (blue) and Saturdays the organics again. By having regular organic pick up (three times a week) it reduces the need to collect the residuals. This system is actually saving the community money and the Mayor is talking about a tax rebate. Their promotional material is creative, clear, colorful and humorous.

At the town of Novara (mentioned above) there is a possibility setting up the world's first **Residual Screening and Research Facility** upfront of the local landfill. Such a facility is key in linking community responsibility (reduction; reuse, repair, composting and recycling), with industrial responsibility (industrial design for sustainability; clean production; extended producer responsibility). Such a facility can be critical in getting the remaining 20% reduction we need to get to zero waste – or darn close!

News from Mr. Paul Connett

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