

MEMORANDUM

TO: ELECTED MEMBERS

FROM: MIKE MONAGHAN

SUBJECT: CAMPAIGN - REDUCE NON-RECYCLEABLE
PLASTIC WASTE TO LANDFILL

DATE: 14 JUNE 2021

CC: NATASHA HICKMOTT
OLIVIA WIX
STEVE PATERSON

PROJECT NO:
FILE NO:

Background

Council has recently made some changes to the range of materials accepted in the recycling service, with plastic grades 3,4,6 and 7 no longer accepted.

During presentation of this report to Council in November 2020, elected Members requested options, including education, to reduce non-recyclable plastic waste to landfill.

This memo provides Elected Members with a waste minimisation campaign that will follow on from the current community engagement on the changes to the recycling service.

Waste Minimisation Campaign

This waste minimisation campaign sets out to achieve the following strategic objectives:

- To raise public awareness, understanding and involvement with the recent change to the range of plastics accepted for recycling
- Provide alternative examples to the non-recyclable plastics
- Provide alternatives and ways to reduce waste (especially non-recyclable plastics)

- To help our residents understand the problem and impacts we have with contamination in the recycling service

The campaign will include a series of key messages, including:

- We're waving goodbye to the trash in our lives. We're breaking up with plastics
- You don't have to make heaps of changes at once – what is one change that you can make this week?
- When you are about to use or buy an item, think about whether you could reuse something you've already got, or when the item or packaging will end up
- Are they reusable/refillable options instead?

A range of tactics will be used to deliver the messages, including:

- Billboards – Billboards with clear examples of easy switches we can all make.
- Radio advertising and sponsored content – Advertising about easy ways to reduce waste. Sponsored content will focus on common items we can switch out. Sponsored content is where we get the radio morning shows to talk about a topic for a guaranteed period each morning for a week. This may include the announcers joining our team on the sorting line, going through their recycling bins and showing easy switch outs, and plugging the open days at Awapuni.
- Newspaper advertising.
- Media interviews.
- Social Media – paid and unpaid. Polls, awareness videos, easy switches, plugging waste hub content behind the scenes, giveaways etc. Collaborate with stakeholder groups to share content.
- Posters – Common switches that can be made.
- Digital advertising.
- Challenge between families – challenging two families to reduce their waste as much as possible over a time period and video documenting it.
- Letters/material for commercial clients – working with commercial clients to promote how they've reduced waste and create collateral for the waste team to promote the waste minimisation services offered by Council.
- Open days at Awapuni – Public open day where people can see how the MRF operates and get a close look at how much recycling we collect.
- Update the public event bins – improved signage that is icon based to make it clearer what goes in each bin.
- Waste Hub – promotion of ongoing new content.

- School holiday 'treasure hunt' – hide palmy rocks around the City, with winners receiving reusable prizes (e.g. silicone straws, reusable snap lock bags, drink bottles etc).

This campaign will run through from early- mid September and into October 2021, it will follow on from the current community engagement on the changes to the recycling service. This timing means that our residents will have gotten used the changes in the recycling we collect.

With any behaviour change campaign, it is essential that we don't ask too much of people over a short period of time as there is a risk that people feel overwhelmed and disengage. The time period between these two education campaigns would ensure that isn't a concern.

The other reason for this timeframe is that we will be heading into summer, event season and Christmas where more waste is created.

While the campaign would have an end date, our general recycling behaviour change communication and service announcements would continue.

Waste Minimisation Campaign Funding

The costs for this campaign are not currently budgeted for in the LTP. It is expected that revenue from the Waste Minimisation Levy will be higher than the current revenue assumptions in our LTP budget, and that the increase in revenue will be sufficient to cover the cost of this campaign. A recommendation will be made to the Committee of Council at LTP deliberations to reflect any budget changes required by decisions in this memorandum.