

The Wrap Up

PROMOTING THE SOFT PLASTICS CIRCULAR ECONOMY
RECYCLING.KIWI.NZ



Changing plans

Firstly, we just wanted to say that we hope this issue of The Wrap Up finds you all safe and well. What a change we have seen in our landscape over the last few weeks – who would've thought that we'd all be isolating in our bubbles, instead of working, socialising and living our lives as we've always known it.

In our last newsletter we spoke a lot about how we were expanding our soft plastics collection service, but we all can agree that no one could have forecast the speed of events which saw COVID-19 change everything. With that in mind, we took the decision to suspend soft plastic collections during COVID-19 Level 4 to allow stores to focus on supplying our communities. As well as many of the stores with collection points having to close completely during lockdown, ensuring the safety of our

collectors, and that communities could easily access essential supplies throughout this period took priority.

It is not just soft plastic recycling that has been heavily impacted over this recent period. From our discussions with councils around the country, whilst kerbside and public place recycling collections continue, the majority of councils have been sending their collected recycling to landfill because the local materials recovery facilities were closed during COVID-19 Level 4 and the lockdown period.

We have also asked people that if they are storing their soft plastics until the service restarts, to please make sure that the plastic is empty, washed and dried. We do not recommend storing meat, poultry or dairy soft plastic packaging in order to prevent mould which would, in turn, contaminate our collections.

Now more than ever, we recognise that packaging is there to protect and preserve our food and grocery products and, therefore, our community. We also believe passionately in being able to offer Kiwis the opportunity to recycle their soft plastics, and play a proactive role in driving New Zealand's circular economy.

On behalf of all the many Kiwis who use our soft plastics recycling service, we would like to say a massive thank you to our scheme members across the food and grocery supply chain who have kept up the supply of products and essential items to the community; and, to the teams at Countdown, Huckleberry, Hello Fresh and WOOP for serving us – thank you, we couldn't have done this without you and your amazing teams!

Stay safe. Kia kaha



PHASED RESTART OF COLLECTION SERVICES

Level 3

We will resume collections at participating Countdown stores on 11 May 2020.

Level 2

We will re-commence collections at The Warehouse, Huckleberry and other locations once we move into Level 2. For office locations, it is likely that we will delay resumption of collections as employees continue to work from home.

Research and more research

While we haven't been collecting soft plastics, we are keen to share with our readers some of the research which we have been undertaking, and also to give further insight into our scheme.



2020 AUDIT OF SOFT PLASTIC

In March, we commissioned Waste Not Consulting to conduct an audit of soft plastic. Bags of soft plastic were collected from Abilities, and from two Countdown stores in Auckland to provide a mix of materials.

77kg of soft plastic was weighed and separated into different categories. Non-branded packaging such as produce bags, bakery bags, cereal liners, single-

use carrier bags (yes, some are still in people's homes!) and other categories not listed represented 46.5% of the total.

Up to 46.4% of branded packaging was identified in product groups. This packaging is broken down into different categories, as demonstrated in Figure 1. (see p.3)

7.1% of materials collected were deemed to be 'contaminated' – either not soft plastics or food

Time on your hands?

Given we are spending more time at home, if you happen to find yourself with some spare time, there are some fantastic things happening in the online space.

One of these is Massey University offering Te Reo Māori course modules. toromai.massey.ac.nz

In case you weren't aware, there are also numerous other social networking apps and platforms available which can connect us with friends and family, including Houseparty, Hangouts or Zoom.



Keep a 2-metre distance from others

Outside of your home or when you are sick, keep 2 metres away from all other people, where possible. Do not shake hands, kiss hello or hongi.

Find out more at Covid19.govt.nz
New Zealand Government

Unite against COVID-19

INFORMATION ON COVID-19

The Government's COVID-19 website is the key channel for information and advice on how businesses can operate at the different levels. From sourcing key information from the Ministry of Business, Innovation and Employment, to Inland Revenue, it's a one-stop shop for all things related to COVID-19 in New Zealand.

covid19.govt.nz

contaminated materials. This is a reduction from 8.7% in the 2018 survey, and 9% in the 2017 survey which shows that consumers are becoming better educated about how and what to recycle.

Most of the contaminated material was from paper, rigid

plastic and compostable bags. It's important that we keep these out of the soft plastic recycling bins.

After the audit, Waste Not returned the materials (except for the 7.1% contamination) to Abilities for recycling.

Which brands are being recycled the most?

BREAD

Tip Top, Vogel's

CHIPS, MUESLI BARS, NUTS

BelVita

COFFEE/TEA BAGS

Nescafe, Lipton

CONFECTIONERY PACKETS

Cadbury

COURIER PACKS

Courier Post, New Zealand Post

DAIRY WRAPS

Mainland, Woolworths

FRESH PRODUCE/BAKERY

Woolworths

FROZEN FOODS

Pam's, Woolworths

MEAL KITS

Hello Fresh, WOOP

PAPER HYGIENE

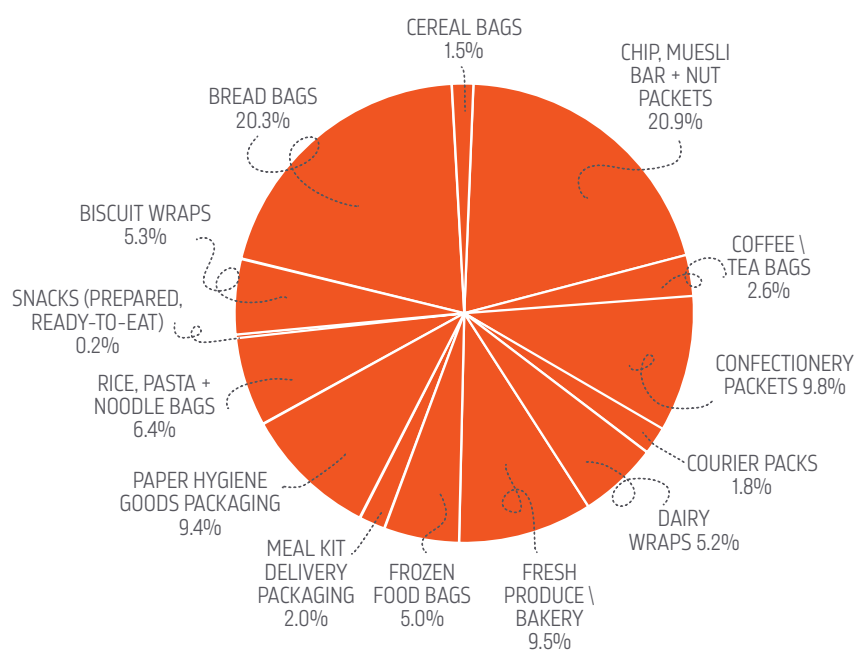
Purex, Sorbent, Paseo

RICE/PASTA/NOODLES

Maggi, SunRice

figure 1 branded packaging by category

COMPOSITION OF ITEMS WITH INDUSTRY PARTNER BRANDS
PRIMARY CATEGORY BY NUMBER OF ITEMS
EXCLUDES CONTAMINATION AND 'OTHER SOFT PLASTICS'
MARCH 2020



Sales uptake

Over the last few weeks, and in the lead up to Level 4, products in our soft plastic categories have seen an incredible growth in sales. We all know about the rush on toilet tissue, but just about every food and grocery category has seen growth, in particular:

- 80%** increase in toilet tissues
- 63%** increase in frozen vegetables
- 89%** increase in rice
- 26%** increase in coffee

Nielsen Sales data - in the six weeks to 5.4.20 (FMCG Magazine)





Use of the Soft Plastic Recycling logo

We are seeing an increase in members adding the soft plastics “recycle at store” logo on pack. This is helping to educate consumers about what can be recycled.

Have a look in your pantry, fridge and freezer to see how many products show the soft plastics logo. Send us your photos and we'll use in our artwork to promote the logo.



Welcome to our newest member of the Soft Plastic Recycling Scheme

Sanitarium



Member update

Even during lockdown, we continue to increase our membership as more companies recognise the need to help fund recycling solutions for the plastic packaging used with their products. We would like to take the opportunity to thank everyone for their support.



Tui Products

Tui is encouraging its customers to turn the clean soft plastic from their garden products into fence posts. Marketing & Product Development Manager Gemma Hignett says: “Tui is proud to have been helping Kiwis in their gardens for generations through our products and advice. We’re continually developing innovative products that will suit New Zealand’s distinct climate, conditions and lifestyle. That’s why we are supporting the soft plastic scheme and the inspirational team at Future Post.”

The Warehouse Group

Giving new life to waste materials has been critical to The Warehouse Group’s pivot towards a circular economy. The company’s participation in the soft plastic recycling scheme has channelled more than 1.5 tonnes of soft plastic into recycling each month. Underpinning a transition to circularity is innovation, which is exemplified by recycled soft plastic from Torpedo7 being used to create foam rollers and in-store countertops.

Source: Good Magazine April 2020



Are you one of our 8001 Facebook followers? If not, head on over and like the Love NZ Soft Plastics Recycling Facebook page and keep up to date with everything happening in the soft plastic space as well as promoting your support!



Love NZ Soft Plastics Recycling
Recycling centre



facebook.com/softplasticrecycling

2020 Horizon Market Research

SOFT PLASTIC RECYCLING SCHEME AWARENESS

On our behalf, Horizon Research surveyed 1,076 respondents nationwide between 30 March and 2 April 2020 on consumers' awareness of the Soft Plastic Recycling Scheme. Results from the latest survey were compared with data from similar surveys conducted in March 2018, April 2017 and May 2016 (in 2019 no survey was undertaken given the scheme was suspended between January and May that year).

Awareness of soft plastic stays consistent – despite fewer regions and collection points

Awareness of the scheme has stayed relatively consistent since 2018, despite the scheme being on hold between January and May 2019 while we reset the scheme in order to balance the supply of raw materials with our local processing capabilities. Awareness is higher in Auckland, Hamilton and Wellington where collection services are operating (see infographic).

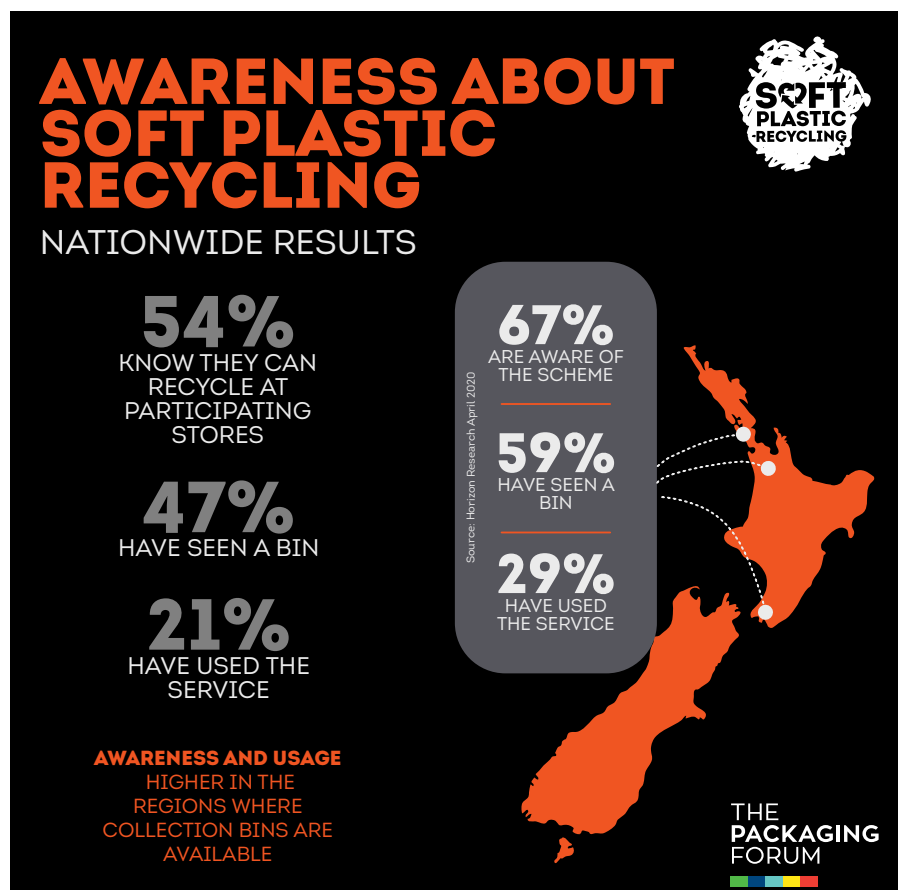
- **54%** of respondents have heard that they can recycle their soft plastic bags and packaging at supermarkets and other stores (55% in 2018) – up from 22% in 2016.

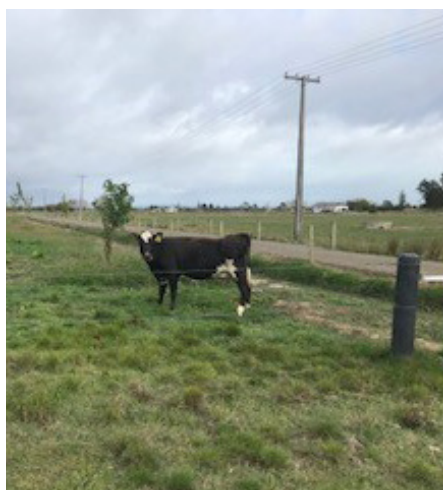
- **47%** of respondents have seen a soft plastic recycling bin – down from 59% in 2018. Although awareness overall may have fallen slightly, use of the bins has risen in some regions.
- **21%** of respondents have recycled their soft plastic bags at participating stores.

Work to be done to increase awareness about New Zealand's processing

Nearly a quarter of respondents (23%) stated they knew that the

soft plastic collected are recycled into fence posts and other products in New Zealand. This represents a major opportunity to communicate more about our processing partners Future Posts and Second Life Plastics. The more Kiwis know about these companies and the great products they produce from soft plastics raw material, the more likely they are to purchase these goods from them – thus growing, and sustaining, a successful circular economy.





News from Future Post

Whilst Future Post was closed over the COVID 19 Level 4 period Jerome has been busy on his farm where his cows are currently calving. As you would expect the #allblackposts fences are in all of the paddocks, and provide fantastic drain and dam fencing on the property.

“Great initiative and long may you be successful. It's an absolute winner.”

A Second Chance Country Calendar, 15 March

Who spotted Future Posts on Hyundai Country Calendar a few weeks ago? They've been put to great use as end strainer posts at the amazing Maungatapere Berries hydroponic farm near Whangarei.

An open farm day held there recently generated a lot of interest in the posts from other horticultural producers, and property owners seeking to use organic certified and sustainable options. #allblackposts

SOFT PLASTIC IN THE NEWS

AN UPDATE ON REDCYCLE AUSTRALIA

RED Group will be able to treble the amount of soft plastic it collects for recycling thanks to a \$430,000 grant from the Coles Nurture Fund. RED Group will use the grant to purchase new processing technology and three new vehicles to increase collection and recycling of soft plastic across Australia. The grant comes nine years after the launch of the REDcycle programme at Coles, where customers can drop off their soft plastic to be recycled into a wide range of products such as outdoor furniture, road base and garden edging.

SOFT PLASTIC RECYCLING SCHEME FEATURES IN STUFF NEWS 27 APRIL 2020

More than 200 million individual plastic bags and wrappers have been collected and recycled since soft plastic recycling was introduced to New Zealand. Between April 2016 and March 2020, the scheme has seen 212 million plastic packages recycled. This included 19 million in the past 10 months alone, which is the equivalent of about 1.5 Olympic-sized swimming pools. The story features a video filmed at Future Post.

bit.ly/Stuff-200M

recycling.kiwi.nz

Our new website went live on 11 March and was seeing more traffic than in the same period in 2019 before the lockdown came into force. **76% of traffic is from new visitors.** We had an initial upturn in visitors to the site which has tailed off during the lockdown period. The majority of visitors go to the store locator page, followed by the solutions and FAQs pages.