

The Wrap Up

PROMOTING THE SOFT PLASTICS CIRCULAR ECONOMY
RECYCLING.KIWI.NZ

AND THAT'S A WRAP FOR 2020

COVID-19 has made this a year we all want to forget.

All of us at The Packaging Forum' Soft Plastic Recycling Scheme wish you a safe, peaceful and restful summer break, and a very happy Christmas.

For those of us with families in parts of the world which have been badly hit by COVID-19, we hope that we will be able to meet again in 2021.

As we approach the end of 2020, we thought it would be nice to have a little reminder of the year that was for soft plastics...

Meri Kirihimete and best wishes for the New Year.

After a challenging year, we have still achieved a lot...

We now have **93** members, which is an increase of **30** members this year. We now have **100** stores, servicing **60%** of the population.

More than **170** tonnes have been dropped off for recycling = **30 million** bags or wrappers, diverted away from landfill to be recycled into a new consumable product. One Future Post fence post contains **700** soft plastic bags, so it's fantastic to know that our scheme is helping to drive and support New Zealand's circular economy. The more soft plastic we collect and process, the more store collections we can support throughout New Zealand.

Thank you again to all our members, collectors and processing partners for making this scheme possible.



JANUARY

Introducing the **square post**. Our processing partner Future Post introduced this fantastic new product to their range, which is being used in fences on both commercial and residential properties.

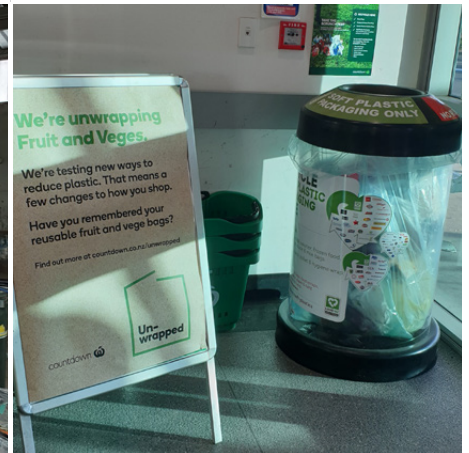
We had **63** members, and **60** participating stores at the start of the year – and we reached **50%** geographic coverage.



FEBRUARY

We collected **15 tonnes** of soft plastic, and Future Post started ramping up production of posts to meet growing demand from customers.

And major efforts to reduce plastic packaging in our supermarkets was undertaken.



MARCH

We celebrated Field Days in Northland by **adding three Northland Countdown stores** to our collection scheme.

Waste Not Consulting conducted our Branded Soft Plastics **audit**.

We started hearing more about COVID-19 closer to home, and then... we entered Level 4 lockdown



APRIL

During Level 4 lockdown, collections stopped. Processing stopped. At **Future Post** Jerome made sure his cows were well fenced in.

It was a challenging and uncertain time, but a **massive thanks to all our members and their teams** who kept up food and grocery supplies for the community. All our essential workers did NZ proud.

MAY

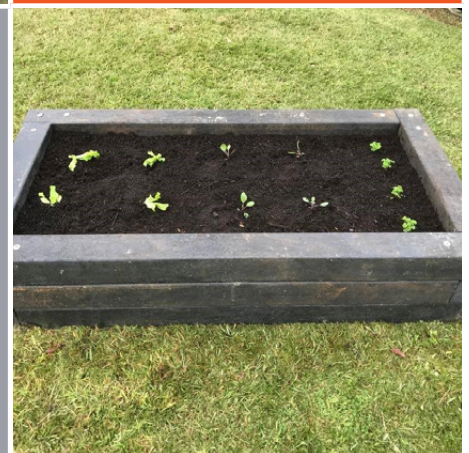
Zoom time!

Our first webinar The What, Where and How about Soft Plastic Recycling in Aotearoa New Zealand

JUNE

And collections are back - we took a **phased approach** to the restart of collections so not to put pressure on stores who had been busy providing the community with essential supplies.

What a great idea – Future Post launches another new product: a **vegetable garden bed** made from Future Post square posts!!



MOST RECYCLED ITEMS



49.5%

SINGLE-USE FRUIT AND VEGETABLE BAGS/BAKERY, CEREAL INNERS OR OTHER CATEGORIES NOT LISTED OR IDENTIFIABLE

19 MILLION BAGS RECYCLED

ENOUGH TO FILL 1.5 SWIMMING POOLS

Source: SPPS 31.3.20 annual statistics

3%
FROZEN FOOD BAGS

3.5%
PAPER HYGIENE BAGS

4%
CONFECTIONERY PACKETS

4%
SNACK FOODS

4%
BISCUIT WRAPS

6%
BREAD BAGS

10%
CHIP PACKETS + MUESLI BARS

9%
BRANDED FRESH PRODUCE + BAKERY BAGS

CONTAMINATION HAS REDUCED TO

7%

MAIN CONTAMINATION ITEMS = PAPER RIGID PLASTIC + COMPOSTABLE BAGS

Source: Waste Not Consulting Audit March 2020

THE PACKAGING FORUM

JULY

In Level 1, and time for some more good news - soft plastic collections start at **Countdown stores** in Tauranga, Rotorua, Whakatane, Taupo and Matamata

Taupō District Council
1d · 🌐

Help look after the place we love and recycle your soft plastics to keep them out of our landfill! Countdown Taupō are once again taking commonly used soft plastic bags for recycling, so grab all of those bread bags, frozen food bags, toilet paper packaging, chip bags, courier envelopes, pasta and rice bags - basically anything made of soft plastic... See More

Love NZ Soft Plastics Recycling
1 Jul · 🌐

Soft Plastic Recycling will return to the Bay of Plenty from Monday 13th July. We are restarting collections at Countdown Bethlehem, Countdown Taupo,... See More

AUGUST

Future Post doubles demand for soft plastic and **introduces a second shift**...Just as Auckland goes back into Level 3 lockdown, but this time we keep collecting and we keep processing. The rest of New Zealand moves to Level 2.



SEPTEMBER

Auckland transitions from Level 3, to Level 2.5, with the rest of New Zealand at Level 2. We add **14 new Countdown stores** across Auckland and Northland to the collection scheme.

OCTOBER

Soft Plastic Recycling comes to **Taranaki**!! Auckland comes out of Level 2 restrictions, all of New Zealand is now at Level 1.





NOVEMBER

We welcomed back **12 New World** and **PAK'nSAVE** stores in Auckland.



DECEMBER

We are celebrating **five years of soft plastic recycling!**

This also coincides with expanding collections in Wellington, with the support of **Earthlink** and **Second Life Plastics**.



AWARENESS ABOUT SOFT PLASTIC RECYCLING



NATIONWIDE RESULTS

54%
KNOW THEY CAN
RECYCLE AT
PARTICIPATING
STORES

47%
HAVE SEEN A BIN

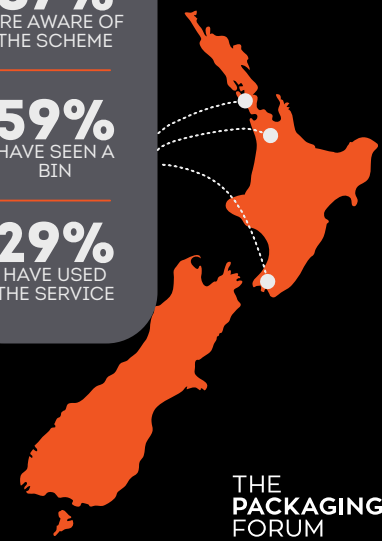
21%
HAVE USED THE
SERVICE

67%
ARE AWARE OF
THE SCHEME

59%
HAVE SEEN A
BIN

29%
HAVE USED
THE SERVICE

Source: Horizon Research April 2020



**AWARENESS AND USAGE
HIGHER IN THE
REGIONS WHERE
COLLECTION BINS ARE
AVAILABLE**

THE
PACKAGING
FORUM

