

The Wrap Up

PROMOTING THE SOFT PLASTICS CIRCULAR ECONOMY
RECYCLING.KIWI.NZ

It's a team effort!

Watching the likes of the Olympics and the Paralympics just shows what can be achieved through passion, hard work and teamwork.

Whilst we aren't able to hand out medals, we would like to give a massive "thank you" to the whole team behind soft plastic recycling. A huge thanks to consumers who take the time to separate out their clean soft plastic and then drop it off at participating stores; the teams at each of the stores who keep their eyes on the recycling bins, then transfer the bin liners to the back of their stores and, in many instances, also baling the soft plastics ready for collection; to our members who fund the whole recycling process from collection through to processing; to our collectors and service providers who go above and beyond to ensure that the supply chain flows

efficiently; and last, but definitely not least, to Future Post who are pumping out plastic fence posts and other products made from the soft plastics we collect.

Looking back on the past 12 months for soft plastics, we can report progress against every measure, and that is thanks to our great team. In July we launched soft plastic collection bins for the first time in the Hawke's Bay. Around 30 people joined us for the launch at The Warehouse Hastings where we showcased a Future Post vegetable garden frame in-store within the garden centre. This proved immensely popular with shoppers and demonstrates very clearly how plastic bags, including the likes of garden compost and growing media bags, can be recycled back into garden products.

Shoppers in the Kapiti Coast are also delighted to see soft plastic recycling bins return to stores in the region.

Lastly, while writing this issue, the country returned to Alert Level 4. We have suspended all collections during Level 4 and will only resume collections when regions return to Level 2. Our collectors are not able to collect, "non-essential" stores are closed; and supermarkets must focus resources on meeting the essential needs of their communities. More than ever we recognise that packaging is there to protect and preserve our food and grocery products. We believe passionately in being able to offer Kiwis the opportunity to recycle their soft plastics. We would like to say thank you, again, to all our members that are also essential services who keep operating over this lockdown period; and to the whole team behind the scheme for their understanding and patience while we follow the government guidelines and Covid-19 protocols.

Stay safe, and take care

Ngā mihi nui

Objective	Measure	July 2020	July 2021	% change
Improved access	Number of drop off points	75	163	+217%
	Accessibility for New Zealanders	58%	73%	+26%
Increase recycling rate	Monthly tonnes collected	15 Tonnes	30 Tonnes	+200%
Stakeholder Support	Number of members	75	134	+79%
	Number of councils promoting the scheme	5	10	+200%
	# Facebook followers	8000	9000	+12%





L-R: Rob Langford, Mike Pretty, Mayor Wise, Mayor Hazlehurst, Jerome Wenzlick, Yi You

Now in the Bay!

SOFT PLASTIC RECYCLING HAWKE'S BAY LAUNCH

We were fortunate that we were able to launch, and bed down, Soft Plastic Recycling in the Hawke's Bay before August's lockdown period.

Sandra Hazlehurst, Mayor of Hastings and Kirsten Wise, Mayor of Napier welcomed members of The Packaging Forum's Soft Plastic Recycling Scheme to the region on 12 July to launch the new collection service.

The event was held at The Warehouse Hastings, and a big shout out must go to The Warehouse Regional Manager, Ivan Pope, and Sustainability Manager, Yi You, and to the whole The Warehouse Hastings team.

The bins are at The Warehouse stores in Hastings and Napier South; Countdown stores in Hastings, Napier (Munroe Street); Napier South (Carlyle) and Waipukurau; Pak'nSave Tamatea Napier, and New World Havelock North and Waipukurau.

We are also delighted to offer soft plastic recycling to customers using the Environment Centre Hawke's Bay. The Environment Centre is a community service which we are proud to support.

Sandra Hazlehurst, Mayor of Hastings welcomed the initiative:

"It's great to see Hastings and wider Hawke's Bay included in the Soft Plastic Recycling Scheme and I encourage all residents to use the collection bins at their nearest participating store. It has been very challenging for our community to be unable to recycle these plastics until now. I see this as a very positive step by these retailers who, working with Future Post, are taking responsibility for collecting and finding a new use for soft plastic packaging. They are to be congratulated."

Kirsten Wise, Mayor of Napier added:

"It is fantastic for the citizens of Napier to have the opportunity to recycle their soft packaging locally; and know that it will be destined for recycling into a useful product. Napier City Council supports this initiative and the opportunity it provides to our ratepayers and customers, and are excited about the increased ability to recycle more types of plastic in the Hawke's Bay."



Scheme Manager Lyn Mayes and the veggie garden frame



Gerard Kennedy, Store Manager, NW Waipukurau

NEW WORLD WAIPUKURAU HAPPY TO BE INVOLVED

Gerard Kennedy, owner of New World Waipukurau says the local community has been incredibly receptive to the initiative with plenty of social media interaction, and an increasing number of people bringing their soft plastic to the store for collection and recycling. Gerard says, they're enjoying access to the scheme from their local store, and are happy knowing this is a recycling scheme that actually works.

"It's been really easy to operate from our end with the users doing a great job of filtering the plastics correctly. We have had none of the issues I was expecting around clutter and rubbish and the changing of bags is simple and quick for the busy checkout teams. This is a great addition to our store, and our community."

SOFT PLASTIC RECYCLING RETURNS TO THE KAPITI COAST

Kapiti Coast Council and the community are delighted to see soft plastic recycling return to the region with collection bins at Countdown stores in Waikanae, Kapiti and Otaki, and New World stores in Waikanae and Paraparaumu.

"We are thrilled the Soft Plastic Recycling Scheme has returned to our district. Kāpiti is a community full of diligent recyclers who are always looking to do more. People have wanted this for a long time so it's really great that five supermarket drop-off points have been set-up across the district."

Ruth Clarke, Waste Projects Manager.

MINISTRY RELEASES LONG AWAITED REPORT ON RECYCLING LABELLING OPTIONS FOR NEW ZEALAND

The Ministry for the Environment commissioned Martin Jenkins to develop recommendations on options for national recyclability labelling on packaging. Find out more at bit.ly/TWU821-01

This report provides initial analysis on options for labelling and provides recommendations for how a national labelling standard could be taken forward in New Zealand.

We are pleased to see the report recommend that the ARL should form the basis of a New Zealand recycling label. This reinforces our work to integrate our scheme within the ARL and the PREP tool. Over 35% of our members are already using the ARL.



ENVIRONMENT CENTRE – HAWKE'S BAY

Emma Horgan-Heke says she is delighted to be part of the Soft Plastic Recycling Service in the Hawke's Bay.

"We are incredibly grateful to the Soft Plastic Recycling Scheme and its members for sponsoring a soft plastics bin and pick up's at the Environment Centre for the Hawke's Bay community. The Environment Centre is a non-profit organisation that offers specialist recycling services amongst others things. The soft plastics scheme allows those that are dropping their specialist recycling to the centre to also drop soft plastics. The service is well subscribed and we are receiving lots of positive feedback about being able to recycle soft plastics. Thank you for supporting us to do this."

MEMBER UPDATE

It's great to see how our members are reducing their use of plastic, as well as promoting and increasing soft plastic recycling. If you have any news, or would like us to profile any innovative programmes your organisation is working on, please let us know!

BREAD TAGS – REDUCING PLASTIC CONSUMPTION

Great to see our leading bread companies replacing plastic tags with cardboard tags this month.

George Weston Foods say that this measure will eliminate 18 million plastic tags in the first year. The new tags will be on Ploughmans Bakery and Burgen bread.

Goodman Fielder's Nature's Fresh are using recyclable cardboard bread tags on bread loaves from its Auckland bakery. The progressive roll out will move through its network of bakeries throughout New Zealand.



SORBENT TISSUES – INCREASING RECYCLED CONTENT IN PACKAGING

Spotted these tissues on the shelves. The packaging is made from a minimum of 30% recycled plastic, and of course can be recycled in our soft plastic bins.



GOODMAN FIELDER – NATURE'S FRESH SUPPORTS SOFT PLASTIC RECYCLING

Scheme member, Nature's Fresh (Goodman Fielder) helps transport our soft plastic on their trucks from Christchurch back to Auckland; and, has recently undertaken a national campaign to promote soft plastic recycling – we love their creative social media campaign which shows that “soft plastics have a special place in your local soft plastic recycling bin”.

Check out Nature Fresh's soft plastic recycling awareness campaign on [facebook.com/naturesfreshnz](https://www.facebook.com/naturesfreshnz) or recyclewithnaturesfresh.co.nz



WELCOME TO OUR NEWEST MEMBERS OF THE PACKAGING FORUM'S SOFT PLASTIC RECYCLING SCHEME

- Absolute Wilderness
- ACCO Brands
- Boost
- Calbee
- Gourmet Brands
- Nibblish
- Orange Box
- Paramount Safety
- Quantum Pacific
- Venerdi



MY FOOD BAG

My Food Bag's soft plastic recycling programme is delivering results. Over 10,000 foodies have taken part in the programme returning over 1200kg of soft plastics for recycling into posts. It's a simple process, customers order a courier bag when they choose their weekly food bag, fill it with clean soft plastics (all household soft plastics accepted); seal the bag and either arrange a pick up with NZ Post or drop off at the post office.

NEWS FROM OUR PROCESSING PARTNERS



ACROSS NEW ZEALAND & NOW TO AUSTRALIA

Up to 80 tonnes of posts were distributed by Future Post in the first week of August. To put this in perspective, this has diverted the equivalent of around 1.1 million two litre milk bottles, and 11 million plastic bags or wrappers. These posts are off to wineries in Blenheim and a kiwifruit development in Kerikeri. Future Post are also now exporting posts to Australia.



FUTURE POST TO RECYCLE SINGLE-USE FACE MASKS FROM AIRPORTS & TRANSPORT HUBS



Future Post announced in August that it's set to start recycling single-use face masks, with immediate capacity to take five million a month from commercial businesses. Currently single-use face masks, an essential item given Covid-19, are filling up rubbish bins in airports and other public transport facilities, and are often found littering roadsides. By recycling these face masks from transport hubs, and turning them in to fence posts, Future Post is helping to divert tonnes of this single-use plastic item from landfill.

Nice work team!!

Please note. We do not collect face masks in our soft plastic collection bins at retail outlets.



special thanks to our sponsors



ORGANIC WINEGROWERS NZ

Future Post was the main sponsor of the Organic Winegrowers NZ Winter Symposia 2021 with Jerome and Chris meeting with the wine industry in Otago, Marlborough and the Hawke's Bay.

Future Posts eliminate CCA and assist organic agriculture of all sectors, all of that while reducing plastic to landfill.

PLASTIC BAGS + WRAPPERS

PLEASE RECYCLE ALL YOUR SOFT PLASTIC PACKAGING SO WE CAN MAKE MORE POSTS, VEGE GARDENS AND BOLLARDS EVERY TIME

1500* PLASTIC BAGS OR WRAPPERS = 1 FUTUREPOST POST

800 POSTS PUMPED OUT EVERY DAY BY FUTUREPOST

Love NZ Soft Plastics Recycling Recycling centre

Liked

Are you one of our 10,251 Facebook followers? Help us get to 15,000...

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!

facebook.com/softplasticrecycling



What else is happening?

FACEBOOK COMMENTS (AND WE DO LISTEN...)

Thank you for the difference you are making in Aotearoa NZ we have dramatically reduced our plastics going to waste thanks to your efforts.

Thanks for what you do. Soft plastic is a huge part of what I throw away and it's great knowing its being recycled into brand new products.

Hooray! Great to hear a Levin manufacturer is using this for their product too.

TURN YOUR SOFT PLASTIC INTO PLANTER BOXES (OR FENCE POSTS) BY RECYCLING HERE

RECYCLE HERE

BREAD BAGS • FRESH PRODUCE + FROZEN FOOD BAGS • BAGS + WRAPPERS FOR TOILET PAPER, CEREALS, SNACK FOODS + DAIRY PRODUCTS • LIGHTLY FOILED BAGS EG. CHIP PACKETS + CONFECTIONERY • COURIER PACKS + BUBBLE WRAP • GARDEN POTTING MIX BAGS • DRY PET FOOD BAGS

CHECK ON RECYCLING.KIWI.NZ/FAQS

TAKE THE SCRUNCH TEST!

SCRUNCH THE PLASTIC INTO A BALL - IF IT DOESN'T BOUNCE BACK WE CAN TAKE IT!

SO WE DON'T CONTAMINATE OUR RECYCLING, DO NOT RECYCLE

compostable bags
food containers
drinks cans, plastic or glass bottles
coffee cups
general rubbish

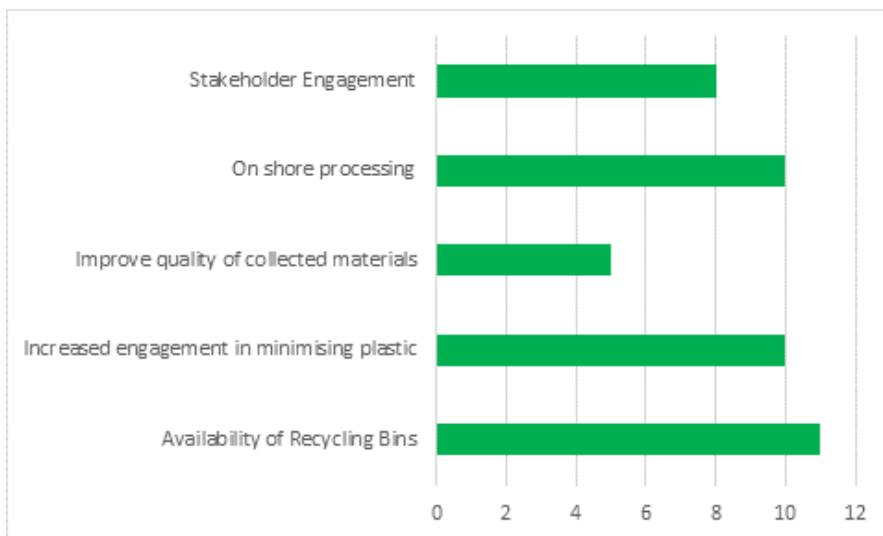
Collection point poster

To support the public's growing interest in the Soft Plastic Recycling Scheme, and to clarify what can and can't be recycled – we produced this poster to be displayed at collection points. Not only does it look good, but helps us to ensure only what we can recycle is placed in the collection bins to reduce, and avoid, contamination.

RAISING AWARENESS

Every year we have an independent review of our media coverage to track our performance delivering key messages. In the Year to 30 June 2021, there were 105 news articles mentioning the scheme (double the previous year) with a potential reach of 2.37 million people. 37% of media coverage is in daily newspapers; 32% online and 19% in business media, 5% TV and radio.

Key messages in 2020/21 coverage



“ Yay! Been waiting for Kapiti to get this! Awesome news! ”

WEBINAR

Glass and Soft Plastic Sustainability 101

The Packaging Forum is a leader in improving packaging sustainability, including such initiatives as our two voluntary product stewardship schemes.

In this webinar, find out all about the schemes. Why they exist, how they work, what they've achieved and what the future might hold.

Here is the [Registration link](#)

WEBINAR: Friday 27 August 2:00pm



Glass and Soft Plastic Sustainability 101