

The Wrap Up

PROMOTING THE SOFT PLASTICS CIRCULAR ECONOMY
RECYCLING.KIWI.NZ



AND THAT'S A WRAP FOR 2021

All of us at The Packaging Forum's Soft Plastic Recycling Scheme wish you a safe, peaceful and restful summer break, and a very happy Christmas. We all deserve it after what has been another very eventful year!

For those of us with whānau overseas, we look forward to being able to meet again in 2022 after almost two years of separation.

As we approach the end of 2021, 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.

It's been another challenging year, but we've learned how to pivot and progress and achieved a lot!

We started the year with 93 members, and we've grown to **155** – that's a massive **67%** increase.

We've added **74** new stores – that's a **74%** increase and we now have collection bins at **174** locations, with **15%** of stores now in Te Waipounamu South Island.

Despite all the lockdowns, more than **200** tonnes of soft plastic has been collected and recycled in New Zealand. That's over **34 million** soft plastic bags or wrappers which have been turned into a Future Post. Future Post is now turning out more than **800** posts every day, and that's set to double with the addition of a new production line in Auckland.

This year, so many of our members have invested in, and launched new sustainability programmes; designed new packaging that is able to be recycled, reused or which is made up of recycled content; or have worked hard to support our scheme by having collection points or educating consumers about soft plastic recycling

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

JANUARY
THE 100 CLUB

We celebrated reaching **100** members and **100** stores - **100%** funded by industry and **100%** recycled in Aotearoa. To think soft plastic recycling started in 2015 with 14 members and we had to export our waste.



FEBRUARY
WE'RE BACK
CHRISTCHURCH!

Thanks to Goodman Fielder stepping in with a backhauling service from Christchurch to Auckland; our collection partner Kilmarnock Enterprises and the teams at Countdown, New World, PAK'nSAVE and The Warehouse.

MARCH
CHANGING BEHAVIOUR

Research found around **1.74 million** Kiwis know about soft plastic recycling, but a similar amount say they're incorrectly putting soft plastics in household recycling bins (Source Horizon Research). My Food Bag launched a soft plastic **recycling service** in partnership with NZ Post. Nestlé and partners, including Amcor, created Australia's first soft plastic food **wrapper** made out of recycled soft plastic.



APRIL
KEEPING ON TRACK

Waste Not Consulting conducted our Branded Soft Plastics **audit** sorting 1000s of plastic bags by category, and by brand, to give all of our members an insight into what packaging is the most recycled. Tui Garden Products launched its new range of soft plastic packaging made from recycled content with packaging innovation by OF Packaging and Sealed Air.



MAY
PROMOTING CONSERVATION
& RECYCLING

Mondelez celebrated the launch of the Papakura **Stream Restoration** Project with Future Post and Conservation Volunteers New Zealand. This initiative kicked off with the planting of 1000+ native trees and shrubs, and the installation of Future Post fencing bit.ly/TWU1221-1

JUNE

#FUTUREPOST #NOTINTHELANDFILL

Future Post celebrates Fieldays with lots of new markets. A **partnership** with Aotea Great Barrier Island to recycle their plastic waste and supply posts in return to fence Claris Airport. Auckland Council replaces rotten timber bollards with new Future Post bollards.



JULY

NOW IN HAWKE'S BAY & BACK TO KAPITI COAST

The mayors of Hastings and Napier helped us launch the 10 locations in Hawke's Bay. Thanks to the team at The Warehouse, Kraft Heinz Watties, Cottonsoft, and Future Post for your help bringing soft plastic recycling to the community. Kapiti Coast Council and the community were delighted to see the return of soft plastic recycling to the region.

AUGUST

BACK IN LOCKDOWN

In the first week of August Future Post distributed **80 tonnes** of posts to wineries in Blenheim and a kiwifruit development in Kerikeri. They now export posts to Australia, and were the main sponsor of the Organic Winegrowers NZ Winter Symposia 2021. The posts eliminate CCA and assist organic agriculture in all sectors, all of that while reducing plastic to landfill.



SEPTEMBER

WHAT CAN BE MADE OUT OF SOFT PLASTIC?

Fonterra ran a competition with Auckland Uni students to come up with **innovative** ways to reuse soft plastics. The winning team "For what it's Earth" came up with a concept for modular furniture for primary schools.

L'affaire relaunched its **coffee packs** to be soft plastic recyclable and called on creatives to help save the world.

OCTOBER

POSITIVE PAEROA WELCOMES SOFT PLASTICS

Manufacturer of seaweed products Agrisea approached us to see if they could bring soft plastic recycling back to Paeroa, and Countdown jumped at the offer. Mondelez announces it will source recycled plastic using advanced recycling technology to use in a range of Cadbury chocolate blocks sold in New Zealand and Australia.

NOVEMBER

BACK TO OAMARU

Collections start in Oamaru thanks to Waitaki Resource Centre which will bale the plastic and transport to Christchurch where it will be put on the Nature's Fresh trucks back to Auckland.





NOVEMBER

REBRANDS + RECYCLING

Foundation Coffee NZ launches its newly **rebranded packaging**, all of which is soft plastic recyclable. Essity announces investment into recycled plastic packaging in its Kawerau Mill with plans that packaging of Handee paper towel and Purex and Sorbent Toilet Tissue will contain 20% **recycled plastic**.



DECEMBER

PLANT ON THE MOVE...

Future Post receives delivery of its new production line which will increase annual capacity at the Waiuku plant to nearly 5000 tonne of waste plastic #FUTUREPOST #notinlandfill



DECEMBER

CELEBRATING 6 YEARS OF SOFT PLASTIC RECYCLING

Over the past six years we have turned over **125 million bags** and wrappers into new durable plastic products. We've grown from **14 members to 155 members**.



WE NEED YOUR PLASTIC BAGS + WRAPPERS

THERE IS A LOT MORE PACKAGING AROUND OVER SUMMER – NOT JUST MORE FOOD & GROCERY PACKAGING BUT COURIER PACKS, GARDEN PRODUCT BAGS AND THE PLASTIC WRAP AROUND WRAPPING PAPER + GIFT CARDS



The more you recycle the more posts, vege gardens and bollards we can make.

EVERY TIME YOU FILL OUR COLLECTION BIN THAT'S **1 FUTURE POST** FOR A FARM, PARK OR VINEYARD!

