GOING VIRAL ON WASTE:
Catalysing a Movement for Change

WASTEMINZ ROUNDPUP April 2014
Jenny Chilcott: Auckland Council - Dorte Rae: Waiheke Resources Trust,
Sei Brown, Crosspower Ministries
In one week the Auckland region generates approximately enough rubbish to fill a rugby field.
To become the most liveable city in the world, Auckland will aim for a long-term goal of zero waste by 2040.
Taking a Community Development Approach

- Communities actively engaged in defining the issues, opportunities & solutions
- Working in ways that achieve holistic outcomes
- Catalysing creative, innovative & enterprising approaches
- Keeping communities in the drivers seat
- Building on what’s happening & going where the energy is
- Tight focus and organic processes
Food, Health & Wellbeing
Community gardens, growing food and learning about composting
Knowing your neighbours, safety and connections - creating neighbourhood-led solutions
Local people teaching local people
Opportunities for local employment & training
Church & Community Leaders as Waste Champions
Competitions, fun creativity and local champions
Doing the right things for future generations and educating our children
Social Enterprise Opportunities – waste into employment
Ambury Farm presents the Junksters
Para Kore Ki Tamaki

Zero Waste Marae
Can Blackpool be the greenest little neighbourhood on Waiheke? Come cook up some ideas with us at

The Blackpool

Sunday Roast

17th November 4.30pm - 8pm

Kai Conscious Waiheke
OTARA’S TREASURE:
PEOPLE, PASSION & WASTE