

Scrumming it: a step change towards greater landfill diversion

Waste MINZ Conference 2024



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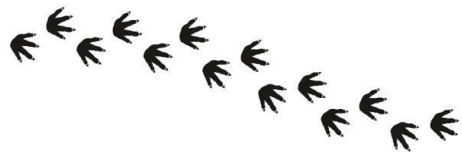
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Introduction

- Hutt City Council owns Silverstream Landfill
- 5 Year rolling average: 154, 454 tonnes (174, 685 tonnes in 2023)
- The challenge: the Landfill is filling up way too quick!
- Actions – projects to tackle significant waste streams underway



Shift to resource recovery over the last 4 years

- Pay by weight
- Enhanced traffic flow
- Improved green waste drop-off
- Upgraded hazardous waste drop-off
- New "smart shelter" and storage containers
- Introduced the voucher scheme to incentivise diversion



The idea



Waitakere Refuse and Recycling Transfer Station

- Field trip to Auckland in August 2022
- Decided to replicate voucher scheme in April 2023

Issues...

Weighbridge located at entrance to Landfill – unable to weigh diverted items/materials

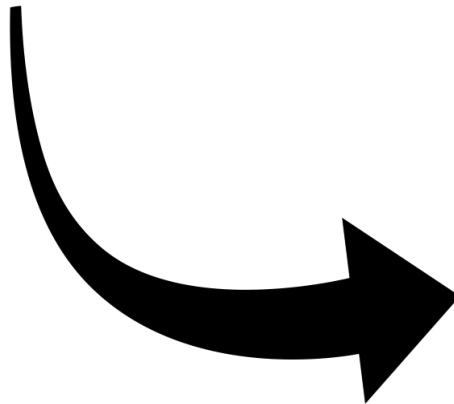


Dealing with hazardous waste: still need landfill operator's expertise



So, that's all great – but...

- Limited uptake of voucher scheme
- Contract shortcomings with Earthlink, our resource recovery partner – only allowed for the dismantling of voluntarily dropped-off items/materials for transportation back to Earthlink depot



Introducing the landfill diversion “scrum”



According to Wikipedia: "A *scrummage*, commonly known simply as a *scrum*, is a method of restarting play in rugby football that involves players packing closely together with their heads down and attempting to gain possession of the ball."

Applying the "scrum" concept to resource recovery

- Stop and engage all transfer station users
- Parking offered under the shelter
- Teams check each vehicle for recyclable or reuseable items/material
- Vouchers issued based on weight or volume



British Lions Front Row, 1977 – [Pinterest.co.uk](https://www.pinterest.co.uk)

“Scrum” #1

“Scrum” #2

Results

- 24 Vouchers issued
- 0.9 tonnes diverted
- 73 "Behaviour Changing" engagements

HUTT CITY **EARTHLINK** **WM**
TE AWA KAIRANGI Waste Management

Recycling discount voucher

| | | |
|---|------------------------|---------|
| <u>Materials accepted:</u> | | |
| Whiteware | Metals | E-Waste |
| Household goods | Hazardous waste | |
| <small>(Materials excluded: Greenwaste, clothing, shoes, bedding)</small> | | |
| <u>Discount:</u> | | |
| _____ KG | | _____ % |
| <u>Rego:</u> _____ | <u>Approval:</u> _____ | |
| <u>Time:</u> _____ | | |
| <u>Date:</u> ____ / ____ / ____ | | |
| Voucher valid for 30 mins daily between 10am-3pm | | |
| Any changes to voucher will make it invalid | | |

Thank you for Recycling!

Present to kiosk operator to redeem

New, more
streamlined
voucher
coming!

Some Observations...

Some items recovered from the days...



Our picks...



Key learnings from the "scrums"

- Active engagement is essential!
- Need all stakeholders to work as a team
- Wide range of skills and outgoing personalities are required
- Most people are willing to do the right thing but there are some tricky customers
- Diversion is wonderful – but the real win is the many "behaviour changing" engagements that take place daily with all transfer station users...

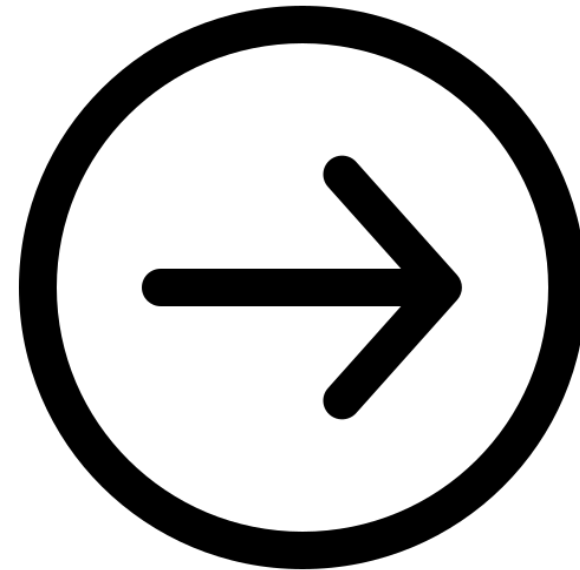


Good news stories...



Next steps:

- New contract with Earthlink – more "scrums" and different KPIs with focus on active engagement
- Development of Operations Manual to codify processes, practices and procedures
- Collateral for all transfer station customers encouraging the pre-sorting of loads
- Frequent check-ins to ensure ongoing teamwork and the early resolution of any issues



The final word...



Emily Scherzer, age 10, on her stunningly cool "Mad Gear" scooter – *whoop, whoop!*

Pātai/ Questions

