

Construction Waste Week

Plan out the waste.

Nail the build.

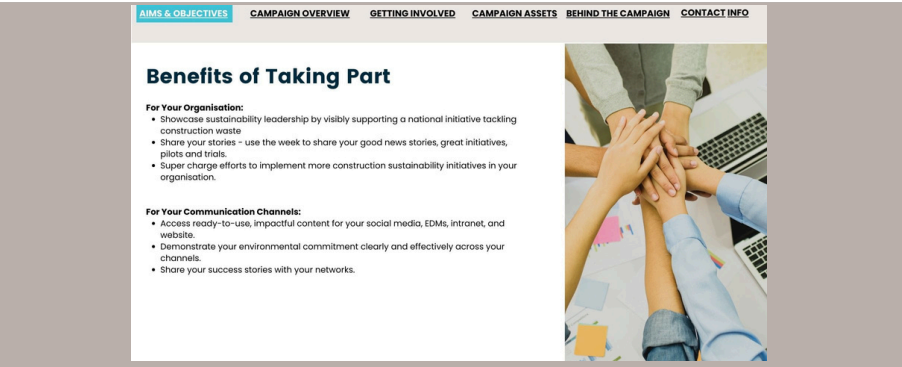
27 October – 2 November 2025

CAMPAIGN TOOLKIT

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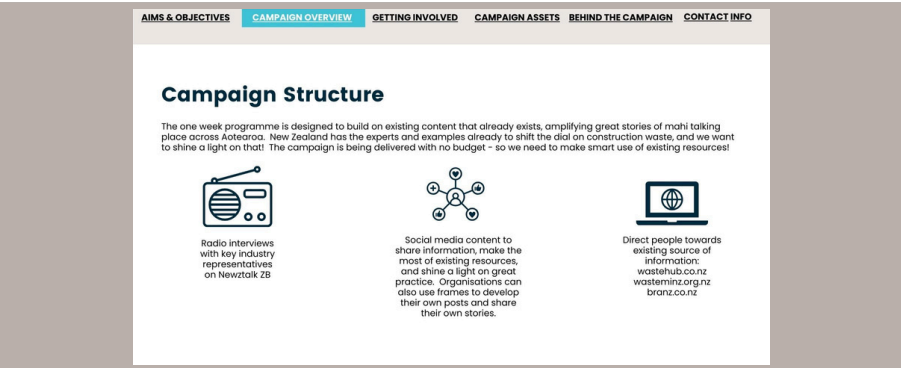
WHY TAKE PART?

The campaign goals and objectives



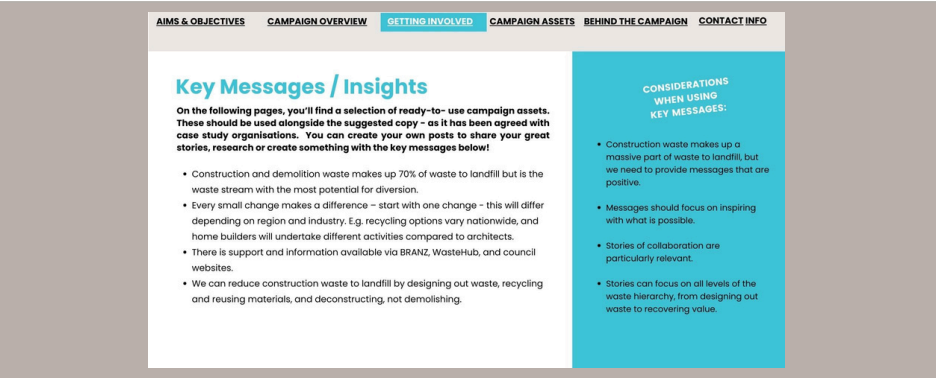
CAMPAIGN OVERVIEW

A look at the structure and key elements of the campaign



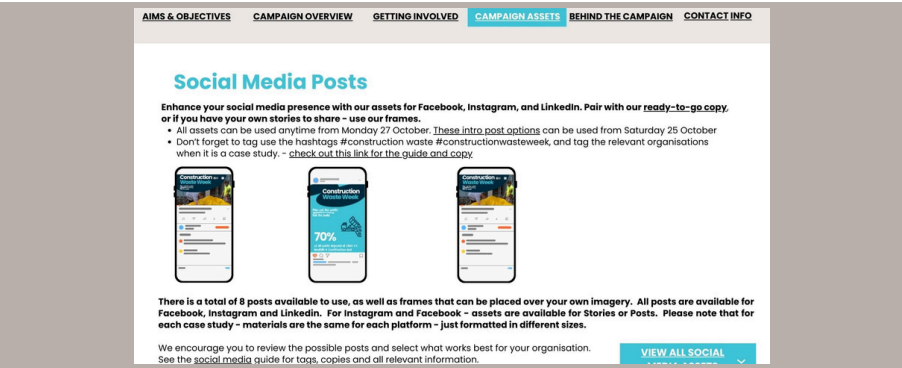
GETTING INVOLVED

Ways to join in and the key messages



CAMPAIGN ASSETS

Creative assets & copy inspiration ready for you to download and use



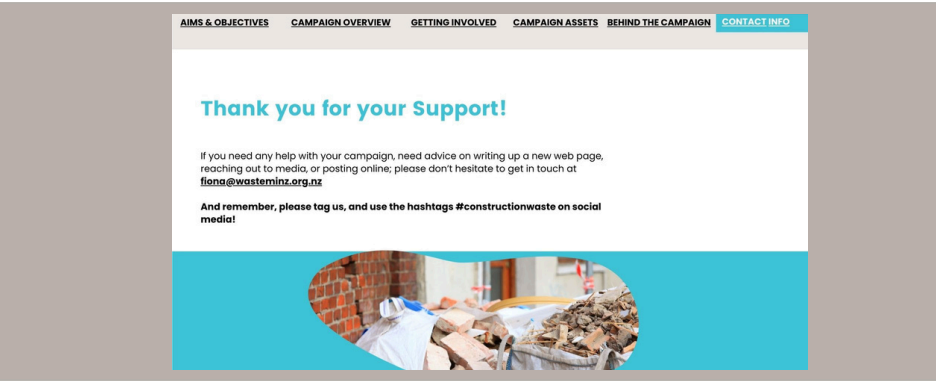
BEHIND THE CAMPAIGN

Who we are & how we are making a difference



CONTACT

Contact details & info on WasteMINZ Construction Waste Working Group





This October, we are excited to be launching our first ever NZ Construction Waste Week! The week hopes to raise awareness of the scale of construction waste in Aotearoa, and great examples of organisations tackling the issues head on.

The week was the idea of the WasteMINZ construction waste working group, who are looking to address gaps in work in construction waste minimisation across Aotearoa. The group identified that reaching the general public and smaller operators is difficult and that more work needs to be undertaken to raise awareness of issues, as well as sharing inspiring stories.

The group hopes that this first Construction Waste Week will turn into an annual event, and grow year on year.

Benefits of Taking Part

For Your Organisation:

- Showcase sustainability leadership by visibly supporting a national initiative tackling construction waste
- Share your stories – use the week to share your good news stories, great initiatives, pilots and trials.
- Super charge efforts to implement more construction sustainability initiatives in your organisation.

For Your Communication Channels:

- Access ready-to-use, impactful content for your social media, EDMs, intranet, and website.
- Demonstrate your environmental commitment clearly and effectively across your channels.
- Share your success stories with your networks.

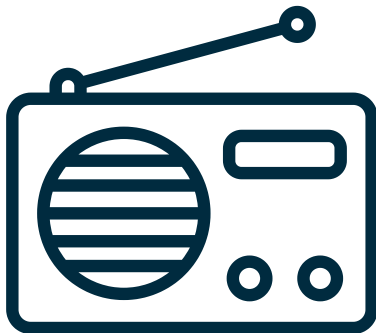


Campaign Structure

The one week programme is designed to build on existing content that already exists, amplifying great stories of mahi talking place across Aotearoa. New Zealand has the experts and examples already to shift the dial on construction waste, and we want to shine a light on that! The campaign is being delivered with no budget – so we need to make smart use of existing resources!



Social media content to share information, make the most of existing resources, and shine a light on great practice. Organisations can also use frames to develop their own posts and share their own stories.



Radio interviews with key industry representatives on Newstalk ZB



Direct people towards existing sources of information:

- wastehub.co.nz
- wasteminz.org.nz
- branz.co.nz
- mitre10.co.nz/trade/sustainability
- Council websites

Getting Started

Your support is key to the success of our campaign. By sharing messages during construction waste week, you will help raise the profile of the issues and possible solutions to construction waste in New Zealand!

1. **Post on socials using the assets in this toolkit! Or use the frame to develop your on posts sharing your great mahi!**

Don't forget to use the hashtags [#constructionwaste](#)
[#constructionwasteweek](#)

2. **Promote the week on your website or intranet.**

Use our [campaign banner](#) combined with message from our social media and key messages to share information on your website, internal intranet, or at team meetings to boost the profile of construction waste and get people talking!



Key Messages / Insights

On the following page, you'll find a selection of ready-to- use campaign assets. These should be used alongside the suggested copy - as it has been agreed with case study organisations. You can create your own posts to share your great stories, research or create something with the key messages below!

- Construction and demolition waste makes up 70% of waste to landfill but is the waste stream with the most potential for diversion.
- Every small change makes a difference – start with one change – this will differ depending on region and industry. E.g. recycling options vary nationwide, and home builders will undertake different activities compared to architects.
- There is support and information available via BRANZ, WasteHub, and council websites.
- We can reduce construction waste to landfill by designing out waste, recycling and reusing materials, and deconstructing, not demolishing.



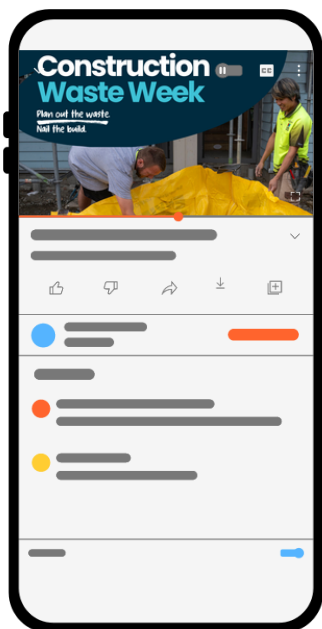
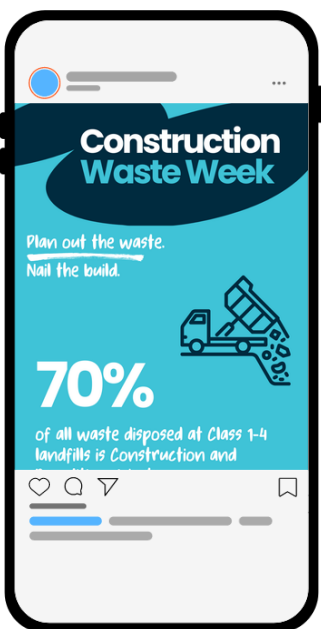
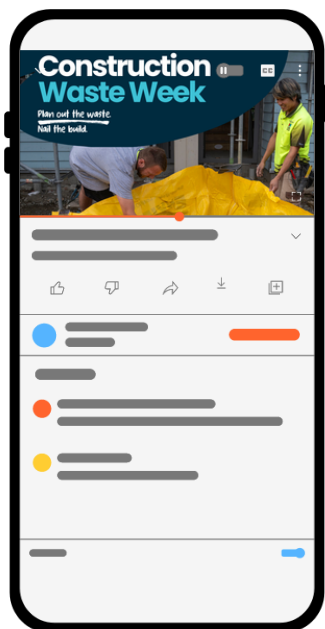
Framing Construction Waste

- Construction waste makes up a massive part of waste to landfill, but we need to provide messages that are positive.
- Messages should focus on inspiring action with examples of what is possible.
- Stories of collaboration are particularly relevant.
- Stories can focus on all levels of the waste hierarchy, from designing out waste to recovering value.

Social Media Posts

Use your social media presence to share inspiration and information on reducing construction waste. You can use our assets for Facebook, Instagram, and LinkedIn. Pair with our ready-to-go copy, or if you have your own stories to share – use our frames.

- All assets can be used anytime from Monday 27 October. These intro post options can be used from Saturday 25 October
- Don't forget to use the hashtags #constructionwaste #constructionwasteweek, and tag the relevant organisations when it is a case study. – check out this link for the guide and copy



There is a total of 8 posts available to use, as well as frames that can be placed over your own imagery. All posts are available for Facebook, Instagram and LinkedIn. For Instagram and Facebook – assets are available for Stories or Posts. Please note that for each case study – materials are the same for each platform – just formatted in different sizes.

We encourage you to review the possible posts and select what works best for your organisation. See the social media guide for tags, copies and all relevant information.

[VIEW ALL SOCIAL MEDIA ASSETS](#)

Colours and Fonts



#3fc3d7



#002b3f



#00ff00

Headings – Poppins Bold

Tagline- Kandy Yum

Sentence style (not caps). Capitalise initial letter for
"Construction Waste Week"

About the WasteMINZ Construction Waste Working Group

WasteMINZ is the largest representative body of Aotearoa New Zealand's waste, resource recovery and contaminated land sectors. But it's not all rubbish bins and recycling.

The purpose of the construction waste working group is to bring together experts from across the construction supply chain to:

- be a sounding board for central government policy being developed
- identify solutions to addressing construction waste at different levels of the waste hierarchy

In scope of the group:

- Supporting the construction industry by sharing of aggregated data, research and information
- Contributing to resource flow analyses
- Contributing collectively to proposed central government policy, by remaining open and available to engage with policymakers on key issues for the wider sector
- Waste minimisation site plans

Construction waste working group members include territorial authorities, academics, consultants, construction companies, other industry bodies, and materials manufacturers and suppliers.

If you are interested in finding out more about the working group, please contact Fiona Lavin – fiona@wasteminz.org.nz

Construction Waste Week 2025 – Awareness Raising

Many of the campaigns delivered by WasteMINZ, especially by Love Food Hate Waste, seek to change a problem behaviour. We recognise that there are a number of behaviours we would like to see change within the construction sector, but we also recognise that a base level of awareness of issues is required.

In the first Construction Waste Week, the WasteMINZ Construction waste working group is seeking to raise the profile and awareness of construction waste as an issue.

Building some base awareness will support future campaigns that will help address changing behaviours.

Construction waste working group members will share posts during the week, as well as participate in radio interviews, toolbox talks, publish newsletter and other activities.

It is planned to undertake this week on an annual basis to build on success year on year. Learnings from this year will inform 2026 and future campaigns.

Our Target Audience

INDUSTRY:

Smaller building companies are the main audience for this campaign. That includes sole operators, residential builders, architects and project managers.

This recognises that most larger construction companies are aware of the issues relating to construction waste and are working on minimising waste.

PUBLIC

The general public is also a target audience, in particular home DIYers and people building their own homes.



Thank you for your Support!

If you need any help with anything at all – please get in touch with:
fiona@wasteminz.org.nz

And remember, please use the hashtags [#constructionwaste](#) and [#constructionwasteweek](#) on social media!

