

# Best communication, engagement or education initiative

## Conscious Consumers for The Good Spend Counter

**Overview:** Conscious Consumers' mission is to create a world where businesses and consumers prioritise people and the planet. To help achieve their mission, they work as a communication agent to connect consumers with businesses that are doing good.

Their world first Good Spend Counter (GSC) is the heart of their communication platform. Consumers engage with the platform through a free smartphone application (app). They create a profile by picking the issues they care about and securely link their credit or debit cards to their profile. Consumers' values are communicated to businesses when they make purchases. Through a partnership with Paymark NZ, the GSC enables businesses to track consumer spending, gain insights into what their customers care about and reward them for their good spending.

In addition to the data insight service, the platform also enables businesses to get accredited for their sustainable practices. Once accredited, businesses can target automated marketing to consumers via the app. For example, rewarding regular customers or trying to attract new customers with an offer that aligns with their values and spending patterns. Businesses can then track the lift in spending that these consumers make in their store.

### **Judges' comments:**

- Development of innovative "world first" technology platform
- Fosters strong connections between consumers and businesses, and clearly communicates consumer priorities
- Enables short-term and long-term social and environmental impacts
- Scalable solution with ability to expand reach well beyond New Zealand

## Kate Meads for Food Lover's Masterclasses and LeftOva magazine

**Overview:** The project sought to provide targeted workshops to support councils in their participation in the national Love Food Hate Waste campaign.

The key goals were:

- To provide an engaging and inspiring workshop with content to make people target reducing their household food waste
- To provide incentives to encourage participants to attend
- To create a resource for participants to take home and cement learnings (LeftOva Magazine)

Behaviour change was also a key priority, in particular creating content that would make people change their attitudes and behaviour towards food waste. With the help of partners we were able to identify the key messaging that was required to support the national campaign. Every participant leaves with the tools to start changing their behaviour and with access to online resources to support them long term on their journey to reduce household food waste.

### **Judges' comments:**

- Developed a fit-for-purpose solution to an established communication need
- Made excellent use of constrained resources, through a strong partnering approach
- Effectively aligned communications and behaviour change messaging with the priorities of the national Love Food Hate Waste campaign

## Waste Management NZ for Skills First

**Overview:** Waste Management's sites offer a variety of skilled and non-skilled types of job roles and as such, they have a high number of Pasifika and migrant employees who have English as a Second Language and may not have completed high school or higher level qualifications.

Waste Management wanted to build the communication skills and confidence of these individuals who are in a variety of roles across Waste Management, whether this is engaging and communicating with members of the public at our transfer stations, working out weights and numbers of bales at recycling plants, or understanding key messages at daily toolbox briefings. This initiative – a workplace literacy and numeracy project called 'Skills First' – grew out of this desire.

Investment in the development of their team so they can reach their full potential is a key focus for Waste Management. In addition, health and safety is a huge part of what they do and part of the drive to roll out Skills First. They are an organisation working in a high-risk industry and that risk does not sit within the office environment – their team need to understand and act on information Waste Management give them to go home safely and look after each other each day.

### **Judges' comments:**

- Part of a broader wellbeing strategy which is linked to health and safety and self-confidence – the physical, emotional and mental health of employees.
- Creation of clear learning pathways for all staff to allow people to progress from entry level roles.
- Collaborative partnership approach with third party provider to ensure organisation buy in
- Development of a comprehensive programme which has allowed Waste Management to deliver consistent training and content across the company.

# Best project or initiative in the commercial or public sectors

## Auckland Council for Auckland's Resource Recovery Network

**Overview:** Since adopting Auckland's first WMMP in 2012 the Council is delivering an ambitious transformation programme with the aim of achieving zero waste to landfill by 2040.

A key project is the development of a Resource Recovery Network (RRN). The RRN strategy was adopted by Council in 2014 with a clear vision. It seeks to develop a network of council, community and commercial operations that work together to deliver significant social, environmental and economic benefits.

A key objective of the RRN is developing 12 community recycling centres across Auckland over a 10 year period.

The strategy also includes selection criteria for identifying sites and has committed capital and operational budgets as part of the Council's long-term plan.

Significant progress has been made in the first three years since the adoption of the strategy. Five community recycling centres have been established at Waiuku, Helensville, Waitakere, Devonport and Whangaparaoa.

Each site is managed by a local community enterprise on a minimum five year contract. The success of these operations has also relied on the support of private waste and recycling companies who have partnered with the community operators.

The Council has also initiated and funded three trials - Onehunga, Waiheke and Great Barrier Island - with a particular focus on building community capacity.

### Judges' comments:

- Development of a clear vision and implementation of an innovative operational strategy to support this.
- Connecting and genuinely engaging with a huge variety of disparate stakeholders.
- Developing community-led solutions, to enable communities to help solve local issues.
- Strong focus on capacity development to enable long term project success.

## Auckland Council for Three Kings salvage and recovery project

**Overview:** Built in 1957, the former Mt Roskill Borough Council building has recently undergone a major redevelopment as a result of weather tightness issues. Part of the building was demolished with the remainder of the building being given a major renovation.

This project contributed to the vision of Auckland Council by diverting demolition waste from disposal to landfill and to recover resources for beneficial use in accordance with the waste hierarchy.

The first objective of the project was to successfully connect construction and demolition contractors with ten community based organisations who had the capability to reuse over three tonnes of deconstruction material from the project. Ordinarily, this material would go to landfill or for recovery at a point lower on the waste hierarchy.

A further objective was to set out to prove that positive social outcomes are possible from diverting construction and demolition waste with two trainees engaged to work on the salvage and recovery going on to secure ongoing employment.

### **Judges' comments:**

- An extremely challenging project to manage – given the broad range of stakeholders, from different sectors, who all had different ways of working.
- Excellent management of risk and health and safety issues (with zero injuries).
- Positive employment outcomes for two trainees who were previously unemployed and homeless.

## Countdown Supermarkets for Countdown goes plastic carrier bag free by end of 2018

Overview: In an industry-defining move, Countdown will phase-out single-use plastic carrier bags from its stores and online shopping by the end of 2018. This will remove 350 million plastic bags from New Zealand's environment and waste stream every year.

As a first step, Countdown's reusable bags have been permanently reduced to \$1 (from \$1.39) to encourage New Zealanders and give them time to stock up slowly and affordably. Over the next 15 months, Countdown will initiate customer campaigns and offers to encourage customers to use their own bags. Affordable and sustainable alternatives to single-use plastic carrier bags will be introduced over the coming months.

The phase-out also applies to Countdown's national online shopping service. Trials are underway to replace the use of single-use plastic carrier bags in deliveries.

Progressive Enterprises' franchise supermarket brands, SuperValue and FreshChoice, have also committed to phasing-out single-use plastic carrier bags as soon as they can (timeline being finalised).

In November 2017 Countdown will announce 20 corporate responsibility and sustainability commitments out to 2020. The plastic bag target is a key part of Countdown's broader efforts on waste minimisation, which already includes Countdown's Food Rescue programme and a target towards zero food waste.

### **Judges' comments:**

- A strong and clear piece of industry leadership, which has spurred others to action.
- Effectively engaged with a broad variety of community stakeholders.
- Well planned and articulate implementation strategy to enable customer buy in and success of the initiative.