

## BEHAVIOUR CHANGE SECTOR GROUP STEERING COMMITTEE MEETING

- Date:** 10 December 2018
- Time:** 1pm – 3pm
- Location:** **teleconference**
- Present:** Angie Taylor (MacKenzie District Council), Donna Peterson (Invercargill City Council); Gina Dempster (Wanaka Wastebusters); Jacqui Forbes (Para Kore); Kate Meads (Waste Free with Kate);
- Facilitator:** **Jenny Marshall (WasteMINZ)**
- Apologies:** Roderick Boys (Wellington City Council); Harriet Lock-Ingham (New Plymouth District Council); Katie Buller (Auckland Council); Duncan Wilson (Eunomia Consulting Ltd);

No.	Agenda item	Action point	Person responsible	Deadline	Status
1.	Minutes	Proposed: Katie Meads Seconded: Angie Taylor			
2.	Strategic Plan	It was agreed that no changes to the Strategic Plan were needed.			

3.	Work Plan	The workplan was updated.			
4.	Plastic Free July	<p>What resources do we need to increase the impact of Plastic Free July in New Zealand?</p> <ul style="list-style-type: none"> <li>• Resources in te reo Māori</li> <li>• We want to see New Zealand faces on collateral. Ethnicities common across New Zealand are Māori and Pacific Island. In Auckland and more urban areas Chinese, Korean and Indian communities are very common. We need to promote inspiring stories of New Zealanders doing this kind of thing.</li> <li>• The website is very focused on Plastic Free July which is great, but it would also be nice to have more content on how to live waste free permanently not just in July. For most people the campaign is just the first step they take. The emphasis on the top 4 is really great as a starting point but then what next? How do we follow up after July? Para Kore discussed at their hui as to whether they would could have a Zero Waste Year?</li> <li>• Other useful content would be how to go waste free at home versus when you are out and about or on holiday. <a href="#">Tread my own path</a> does that kind of content really well. There is a lot of really useful information on the website, but it is hard to scroll through and find it. So maybe improving the site navigation to find the content more easily.</li> <li>• Why are Plastic Free July no longer listing events on their website?</li> <li>• Wanaka Wastebusters has promoted Plastic Free July for the last 5 years. It's a great way to engage people's enthusiasm. Awareness has really exploded in the last year about plastics.</li> <li>• We need to resource and collaborate with community groups who are bringing about behaviour change locally.</li> <li>• Can we develop simple activities that community groups could do at events? The Smart Water campaign in the Waikato were at a market on the weekend and had some great interactive activities that people could do and make a pledge. Wanaka ran a waste free fair that was very successful. How could we pass that knowledge onto other regions which might want to do the same? It would be good to expand the section on the website which gives examples of what groups can do.</li> </ul>			

		<ul style="list-style-type: none"> <li>• There are many businesses now promoting waste free products so how can we get them more involved? Or leverage their audiences?</li> <li>• Given that the single use plastic shopping bag issue is now solved, should we have a plastic straw free focus in 2019? With the emphasis on asking businesses to go plastic straw free? Run a competition between towns and suburbs to see who can go plastic straw free first. Can we have a plastic straw free poster for businesses or a logo that they can use on their Facebook or Instagram page? In Raglan businesses get certificates for going plastic free.</li> <li>• Can we find out from the community plastic free groups which is the next thing they are working on and promote that?</li> <li>• Should soft plastics be a focus? It's a harder issue to solve as in rural areas they don't have bulk food stores, so it can be challenging. <a href="https://goodfor.co.nz/">https://goodfor.co.nz/</a> now does online shopping.</li> </ul>			
5.	Transitioning Retailers to be Plastic Bag Free	<p>How can we help businesses choose appropriate alternatives to single use plastic bags?</p> <ul style="list-style-type: none"> <li>• Spark recently labelled a bag as recyclable not realising bags aren't recyclable at kerbside <a href="https://www.stuff.co.nz/the-press/news/north-canterbury/108999276/packaging-suppliers-asked-to-take-stock-amid-misleading-recycling-claims">https://www.stuff.co.nz/the-press/news/north-canterbury/108999276/packaging-suppliers-asked-to-take-stock-amid-misleading-recycling-claims</a></li> <li>• Some businesses are over confident that they understand how recycling works, and some may be receiving misleading information from bag manufacturers and distributors so they need guidance.</li> <li>• The large supermarket chains are well aware of the issues and trialling different alternatives. It may be more of an issue for large retailers where people buy one-off purchases and for your smaller dairies and fish and chip shops.</li> </ul>			

		<ul style="list-style-type: none"> <li>• The committee agreed to write to MfE asking for guidance for retailers to be published as soon as possible given that many businesses are already voluntarily making the transition.</li> <li>• Committee members will also ask their local dairies and takeaway outlets where they buy their bags from. Most bags are imported so the key to behaviour change is to work with distributors to ensure they know which considerations to be aware of when choosing bags to import and on sell.</li> <li>• Kate Meads is keen to do a video on what to do when plastic bags are gone e.g. how to deal with wet swimming togs, bin liners, doggy doo. Kate could also do a video for businesses on the different types of bags available.</li> </ul>			
6.	Standardising council communications on recyclables	<ul style="list-style-type: none"> <li>• Waste Management and Wanaka Wastebusters are partnering together to deliver waste education around the new kerbside rollout in Queenstown.</li> <li>• Keep it clean is a key message that all councils could focus on.</li> <li>• How do we share what councils are doing around the country?</li> <li>• The Waikato region has recently created a series of content for a Waikato Magazine which tackles different waste issues. An example is given below</li> <li>• WasteNet Southland is applying for funding to do some behavioural research into recycling in their region.</li> </ul>			
7.	Update on Love Food Hate Waste	<ul style="list-style-type: none"> <li>• At the TAO Forum councils agreed that they would like to see the Love Food Hate Waste remain up and running and continue some low-level messaging around food waste. Some initial evaluation of the campaign has been undertaken however the final reports from the research aren't complete yet. We hope to have those ready for release before the end of January.</li> </ul>			

# GREEN LOOKS GOOD ON YOU



## GOT NOTHING TO WEAR?

People are becoming more aware of how fast fashion and our love for new clothes is impacting on our environment.



OVER 5% of landfill in our region is textiles – 20,000 TONNES per year.

THAT'S EQUIVALENT TO  
**3x T-REXES**



All those summer tees that don't last long really start to add up.

## IT'S NOT JUST TUXES THAT CAN BE RENTED

Got a wedding or special occasion? There are lots of options to rent clothing these days. Search online, in local shops or borrow something from a friend?



## CHOOSE NATURAL

Clothing made from natural fibres can be composted and avoid the landfill.



## So what can I do?



## Avoid buyer's remorse.

TAKE A COUPLE OF MINUTES TO THINK ABOUT IT **BEFORE YOU CHECK OUT.**



## Buy second-hand

THERE ARE LOADS OF PLACES TO BUY QUALITY SECOND-HAND CLOTHING. YOU WON'T EVER BE WEARING THE SAME AS YOUR CO-WORKER!

## Mend your existing clothing

FIND A TAILOR, POP ALONG TO A REPAIR CAFE, OR TRY YOUR HAND AT SASHIKO REPAIR.



# Let's go PLASTIC FREE!

PLASTIC - IT'S CONVENIENT, BUT IT'S NOT SAFE. PLASTIC DOESN'T COMPOST LIKE FOOD BUT INSTEAD BREAKS DOWN TO TINY PARTICLES, BECOMING A MENU ITEM FOR BIRDS AND SEA LIFE. WHAT CAN WE DO?

1. **Bring Your Own Bag.** Kiwis use over 1.6 billion plastic bags a year. Most end up in the landfill - or worse, choking up waterways. Grab a fabric bag, put it in your car - and re-use it! Easy.
2. **Buy In Bulk.** So much food comes plastic wrapped, so try planning and buying your groceries in bulk. It reduces the amount of packaging and saves you money.
3. **Bring Your Own Cup.** Heaps of cafes sell Reusable cups. They're awesome to drink out of and save the waste.



**ALEX** FROM WALTON ST SUGGESTS, "SAY 'NO' TO STRAWS AND PLASTIC CUTLERY. IT'S THE LITTLE BITS OF PLASTIC THAT ADD UP - AND THEY'RE THE ONES THAT GET THROWN IN THE RUBBISH. ALSO - TRY A REUSABLE CUP - WE'RE HAPPY TO CLEAN THEM EACH TIME!"

*Nicola's doing it!* →

**NICOLA** IS A MOTHER-OF-TWO WITH A FULL LIFE - AND SHE HAS STARTED ON THE JOURNEY OF REDUCING HER PLASTIC CONSUMPTION. "START SMALL," SAYS NICOLA, "TRY REUSABLE PRODUCE BAGS AND SKIP THE CLING FILM IN LUNCH BOXES BY USING BEESWAX WRAPS. SMALL STEPS LEAD TO BIG CHANGES."

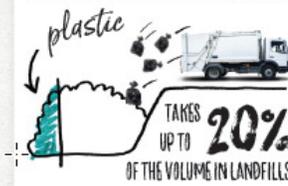


*Hit me with some stats...*



252,000 TONNES OF PLASTIC WASTE GOING TO LANDFILL EACH YEAR IN NEW ZEALAND.

That's **125** Space Shuttles!



26,000KG OF PLASTIC IS LITTERED IN NEW ZEALAND DAILY

That's **x30** cows worth of weight a day!



