

Rinse, Recycle, Repeat Campaign October 2021

For the final responsible recycling campaign by WasteMINZ on behalf of The Ministry for the Environment, we are running a User Generated Content campaign (UGC). The UGC campaign will promote correct recycling practices by encouraging people to rinse their cans, jars and bottles before they put them in their recycling. New Zealanders will be encouraged to create and share this social media content over a 4 week period from October to November with the goal of winning a cash prize of \$25,000.

The requirements of the competition are:

- Post a piece of content to Facebook, Instagram, TikTok, or LinkedIn that shows how you make sure all your recycling is cleaned before it goes into the recycling bin.
- Tag @RinseRecycleRepeatNZ in your post.
- Competition opens Monday 11th October 2021 and closes at 5pm Friday 5th November with the winner to be announced the following week.
- There is no limit on the number of posts a person can create.
- Entrants must adhere to the terms and conditions of the platform they are using.
- Entrants can nominate their entry, should it win, to be donated to a charity, community organisation, school or club. They can do this by tagging the relevant social page/group or stating it in the body copy of their entry.
- The winner will be selected by a panel of judges.
- Detailed terms and conditions are attached but are subject to change before the competition goes live. Final versions will be made available before the campaign goes live.

Ultimately this is a fun, light hearted campaign that will remind people of good recycling practices and provide an outlet for your communities creativity that could be rewarded. Here is an example entry - [Always Rinse](#).

Media comms for the campaign will be led by Motuihe Group, however we welcome additional regional or local focused reporting. We request these key messages are covered:

- We are all making great strides with our waste minimisation and recycling as a country.
- On a national average approximately 20% of all waste sent to the landfill could be recycled if we remember to wash our cans, bottles and jars before we put them in the recycling.
- Just rinse, recycle, repeat.

Accounts

Facebook: <https://www.facebook.com/Rinserecyclerepeatnz>

LinkedIn: <http://linkedin.com/company/rinserecyclerepeatnz>

Instagram: <https://instagram.com/rinserecyclerepeatnz>

TikTok: <https://www.tiktok.com/@rinserecyclerepeatnz>

Twitter: <https://twitter.com/RinseRecycleNZ>

Contacts

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WASTEMINZ RINSE, RECYCLE, REPEAT COMPETITION TERMS AND CONDITIONS

1. **Agreement:** By participating in the WasteMINZ Rinse, Recycle, Repeat competition (**Competition**), you agree to be bound by these terms and conditions (**Terms and Conditions**). Information on how to enter the Competition and the prize form part of these Terms.
2. **Promoter:** The promoter is Waste Management Institute New Zealand Incorporated (WasteMINZ), 2/5 Orbit Drive, Rosedale, Auckland 0632 (**Promoter, we and us**).
3. **Eligibility:** Entry is open to residents of New Zealand only. If you are under 18 years old, you must have permission from your parent or legal guardian to enter. Employees of the Promoter and any agencies associated with the Competition plus their immediate families are ineligible to enter.
4. **Entry:** Entry is open between 8:00am 11 October 2021 and 5pm 5 November 2021 (**Entry Period**). To enter:
 - (a) create a video or photo that shows how you make sure all your recycling is cleaned before it goes into the recycling bin
 - (b) post the video or photo on Facebook, Instagram, TikTok or LinkedIn (**Social Media Platforms**)
 - (c) tag @RinseRecycleRepeatNZ (@RinseRecycleNZ on Twitter) in your post,

within the Entry Period. The content of the social media post is open to the creativity of the entrant subject to these Terms and Conditions. To enter via Facebook, you must post your photo or video on the "RinseRecycleRepeatNZ" Facebook page [insert link] and [insert other Pages]. You are not permitted to share the same social media account that submits an entry with others. Multiple entries are permitted per account. You are permitted to enter on behalf of or for the benefit of your community organisation, school or club, and such organisation can be mentioned or tagged on the entry post. Incomplete or late entries are invalid.

5. **Prize:** There is one cash prize of NZD\$25,000 (**Prize**). The Prize is not transferable.
6. **Selection:** The Competition is a game of skill, and chance plays no part in determining the winner. The judges will be representatives of the Promoter and any agency nominated by the Promoter (**Judges**). After the end of the Entry Period, the Judges will select one winner (**Winner**) from all qualifying entries which will be judged based on how creative, informative and influential the entry is in promoting correct recycling practices as well as aligning with the spirit of the Competition.
7. **Decisions:** All decisions of the Promoter regarding any aspect of this Competition (including eligibility of entrants and the selection of the Prize Winner by the Judges) are final and no correspondence will be entered into.
8. **Notification:** The Winner will be notified by private/direct message on the Social Media Platform the winning entry was submitted no later than [8th November at 5pm]. The Winner will be asked to respond to the message or via email to verify details and provide the details of their or their nominated entity's bank account. If the Winner (a) does not respond or cannot be contacted after reasonable attempts within [3] days of notification, (b) cannot be verified or is otherwise found to have otherwise breached any of these Terms and Conditions, his/her selection as a prize winner may be forfeited and an alternative winner may be selected at our sole discretion. No compensation will be awarded to the forfeiter. The Winner will be announced on the Promoter's Social Media Platforms via the Promoter's account and via other media platforms at the Promoter's sole discretion.
9. **Award:** The Prize will be paid by direct credit within 21 days of the announcement of winner on the Promoter's Social Media Platforms to the bank account provided by the Winner. If the Winner is under the age of 18 at the start of the Competition, the cash prize will be awarded to their parent or guardian who is 18 years of age or older or an entity nominated the Winner or their parent or guardian. The Winner and the ultimate recipient of the Prize will be responsible for any tax implications, costs, fees, charges or expenses in any way associated with the Prize.
10. **Winner:** If requested by the Promoter, the Winner must participate in all promotional activity (such as publicity and photography) surrounding the winning of the Prize, free of charge. If you are the Winner, you agree to the Promoter using your entry, name, likeness, image and/or voice (including photograph, film and/or recording of the same) in any media for an unlimited period without compensation for the purpose of promoting this Competition (including any outcome).
11. **Social Media Platforms:** The Competition is in no way sponsored, endorsed or administered by, or associated

with, Facebook, Instagram, TikTok or LinkedIn. You must direct any questions, comments or complaints regarding the Competition to the Promoter (via any RinseRecycleRepeatNZ page or account), and not to the Social Media Platforms. You must comply with the terms and conditions relating to their use of the relevant Social Media Platform, including any minimum age requirement and restrictions of use.

12. **Content:** You are fully responsible for materials submitted, uploaded, transmitted or posted by you in connection with your entry into the Competition, including any videos, photos and text (**Content**). Your entry must not include any content that contravenes any law, infringes rights of others or is defamatory, obscene, derogatory, pornographic, sexually inappropriate, violent, abusive, harassing, threatening, objectionable with respect to race, religion, origin or gender, or otherwise unsuitable for publication. The Promoter shall not be liable in any way for entries and their Content to the full extent permitted by law. You agree to indemnify the Promoter against all costs and claims by third parties arising from a breach of this clause.
13. **Original Work:** Each entry submitted must be an original work that does not, or will not, infringe the rights of any third party when used for the purposes stated in these Terms and Conditions. Your entry must not include any image or voice of any other person (unless you have that person's consent) or content that infringes the intellectual rights of third parties. You agree to indemnify the Promoter against all costs and claims by third parties arising from a breach of this clause.
14. **Licence:** By entering the Competition, you grant the Promoter, its agents and sub-licensees a non-exclusive, royalty-free, perpetual, worldwide, irrevocable and sub-licensable right to use, the Content in any manner (including modifying, adapting, broadcasting or publishing the entry, whether in original or modified form, in whole or in part or not at all) for any purpose (including for the promotion of the Competition) in any media, without compensation, restriction on use, attribution, liability or further notification to you. By submitting your entry, you consent to any dealings with the Content that may otherwise infringe your moral rights in the Content. The Promoter may copy any Content as part of an entry, cause the Content to be seen and/or heard in public, and communicate the Content to the public. The Promoter may also allow third parties to do these things. You agree to indemnify the Promoter against all costs and claims by third parties arising from a breach of this clause.
15. **Disqualification:** The Promoter may also disqualify at its absolute discretion any entrant who (a) acts in a manner that is unlawful, fraudulent, dishonest or generally damaging to the goodwill and reputation of the Competition and the Promoter, (b) tampers with the entry process or the operation of the Competition; or (c) acts otherwise than, or submits an entry that is not, in accordance with the Terms and Conditions.
16. **Verification:** The Promoter reserves the right, at any time, to verify the validity of entries and entrants and their compliance of these Terms and Conditions, and whether an entry cannot be verified to the Promoter's satisfaction, that entry will be deemed to be invalid.
17. **Privacy:** Information from all entries will be collected and used for the purposes of conducting this Competition (which may include disclosure to third parties for the purpose of processing entries, contacting the Winner, communicating with entrants about the Competition and otherwise conducting the Competition), and for publicity purposes surrounding this Competition. By entering this Competition, you consent to the use of their information as described. You should direct any request to access or change their data to the Promoter.
18. **Liability:** To the maximum extent permitted by law, the Promoter and any agencies associated with this Competition (including their officers, employees and agents) shall not be liable in any way (whether in contract, negligence or otherwise) for any loss, damage, personal injury or cost (including but not limited to indirect and consequential loss) suffered by any person arising directly or indirectly out of or in connection with entering this Competition or accepting and using the Prize.
19. **Changes:** The Promoter reserves the right at any time in its sole discretion to vary any of the Terms and Conditions or to modify, extend, terminate, suspend or reschedule this Competition.