

BEHAVIOUR CHANGE SECTOR GROUP STEERING COMMITTEE MEETING

Date: 12 August 2013

Time: 1pm -3pm

Location: teleconference

Present: Angela Atkins (Hastings District Council); Donna Peterson (Invercargill City Council); Kimberley Cleland (Tauranga City Council); Neil McKenzie Hall (Envirowaste); Simon Calcinai (Kapiti District Council) Sunshine Yates (Waste Not Consulting)

Facilitator: Jenny Marshall (WasteMINZ)

Apologies: Marty Hoffat (EERST); Caitlin Scott (Auckland Council); Danielle Kennedy (Auckland Council); Mariana Tyler (Waikato Regional Council);

No.	Agenda item	Action point	Person responsible	Deadline	Status
1.	Welcome Introduction Apologies	<ul style="list-style-type: none"> Introducing the Steering Group Members: Kimberley and Simon 			
2.	Previous minutes of 23 rd July 2013 accepted	Moved: Neil McKenzie Hall Seconded: Donna Peterson			
3.	Review of Status of Actions/ Matters Arising	Strategic Plan <ul style="list-style-type: none"> Donna and Danielle to send through theories, tools and definitions to Jenny. Jenny to compile and bring for discussion to the next meeting Case Studies <ul style="list-style-type: none"> Jenny will send out the template to the group for feedback Mariana will send through the contact details for Parakore 	Donna Peterson Danielle Kennedy Jenny Marshall Jenny Marshall Mariana Tyler	12 th August	Completed Completed Completed Completed

	<ul style="list-style-type: none"> Angela and Sunshine will work on developing their case studies 	<p>Angela Atkinson Sunshine Yates</p>	<p>In progress Completed</p>
	<ul style="list-style-type: none"> Jenny will investigate getting case studies from MFE WMF applications 	<p>Jenny Marshall</p>	<p>In progress</p>
	<p>E-Newsletter</p> <ul style="list-style-type: none"> Jenny to investigate search functionality: It will not be possible to search by key word at this stage 	<p>Jenny Marshall</p>	<p>Completed</p>
	<p>Technical Working group</p> <ul style="list-style-type: none"> Paul Evans will follow up with Jon Dee from Food wise. Paul has contacted Jon. They are in the process of rolling the programs out to other areas of Australia and in doing so have realized regional changes will be needed, which incur additional costs. Jon will put together a budget as to what it would cost if their materials were used in New Zealand and send it through 	<p>Paul Evans</p>	<p>Completed</p>
	<ul style="list-style-type: none"> Jenny will follow up to find out why the Wellington proposal to MFE was declined. Jenny has contacted Tushara Kodikara who was the key person who prepared the Wellington proposal. He will email through the details. 	<p>Jenny Marshall</p>	<p>In progress</p>
	<ul style="list-style-type: none"> Angela will summarize any learnings from the TV TakeBack experience that could speed up creating national campaigns. 	<p>Angela Atkinson</p>	<p>In progress</p>
	<ul style="list-style-type: none"> Jenny will draw up some survey questions and consult with Donna and Danielle then bring back to the group. 	<p>Jenny Marshall</p>	<p>completed</p>
	<ul style="list-style-type: none"> Neil will come back to the group with potential questions for businesses around food waste 	<p>Neil McKenzie Hall</p>	<p>in progress</p>

4	Strategic Plan	<ul style="list-style-type: none"> • A definition of behaviour change has been added into the strategic plan. It was agreed that a reference to the waste minimization hierarchy should be included. • A list of behaviour change tools and communication channels has been drawn up. Additional tools to be added include: <ul style="list-style-type: none"> • pricing discouraging the behaviour you don't want • Enforcement e.g. bylaws • Creating an environment for voluntary behaviour change – community based social marketing • Education • It was agreed that as case studies are developed they should be linked to the relevant tools as examples. The checklist of tools is also useful for people writing up case studies so will be included with the case study template. The checklist will be sent out with the minutes at the next meeting once the examples mentioned above are added in. It would also be good to include a list of tools that can be used for measuring behaviour change. 	Jenny Marshall Jenny Marshall		
5	Case studies	<ul style="list-style-type: none"> • It was agreed that the template was effective. There should be a prompt for images. And under conclusion a prompt for: is it scalable? • Sunshine: has completed a case study with the assistance of Niki Harré, an Associate Professor from the School of Psychology, University of Auckland. The case study is a litter prevention program at Western Springs College using social norms and empathy. Niki has several other case studies that she could contribute. Niki would make an excellent speaker and has also written a book: Psychology for a better world ; http://www.psych.auckland.ac.nz/uoa/home/about/our-staff/academic-staff/niki-harre/psychologyforabetterworld 	Jenny Marshall		

		<ul style="list-style-type: none"> • Angela is halfway through writing her case study. Simon also has case studies that he can contribute. • There was some discussion as to how to ensure that the case studies are easy to find and have good visibility. Jenny will investigate whether they can show up in google search. Jenny will also develop a procedure for how the case studies can be promoted and bring this back to the group. 	<p>Angela Atkinson Simon Calcinai</p> <p>Jenny Marshall</p>		
6	Technical Working Group	<ul style="list-style-type: none"> • After some discussion it was agreed that the initial focus would be on food waste, but recognizing that there are synergies with garden waste and that a holistic approach is needed. The merits of focusing on pre – consumer waste (manufacturing food waste) and post consumer waste (household waste), and avoidable or unavoidable food were also discussed. • Currently we don't have a baseline of information in NZ for food waste, though there are statistics for the United Kingdom and Australia. It was agreed that the first step in the process would be to collate all available information together in order to determine what we already know and where the gaps are. • Jenny will circulate to the group a summary of key surveys that have been undertaken. • Without pre-empting the outcome it was considered likely that there are two main issues: <ol style="list-style-type: none"> 1. Raising awareness of the issue of food waste 2. Creating behaviour change programs to reduce waste. 	Jenny Marshall		

		<ul style="list-style-type: none"> • A small technical working group will be formed to pull together the available information. • A survey will be sent out to councils. Jenny will send round survey questions to the group for feedback then send the survey out to councils. • Sunshine Yates has access to SWAP audits and can collate this information. • It was agreed to talk to Caitlin and Danielle to find out the information from Auckland. • Donna will talk to Christchurch and Timaru to see if they have any information to share. • Simon will share information from the Wellington Region proposal to MFE. • Jenny will also talk to Mike Jones who was involved in the Putaruru food trials. He sits on the organics group and they are keen to support this initiative. • Jenny would also follow up with the MFE to see what data they had used to prioritize the organics waste stream in their recent consultation. <p>It was agreed to collect data on the following questions:</p> <ul style="list-style-type: none"> • Volume of food waste to landfill • Kg per household • Kg per person • Demographic information if available on who is more likely to waste food. • Quantity of avoidable food waste • Total monetary cost • What programs are currently taking place around the country for food waste reduction and composting. E.g. Rata program in Wellington • Levels of awareness of food waste 	<p>Jenny Marshall</p> <p>Sunshine Yates</p> <p>Caitlin Scott Danielle Kennedy Donna Peterson Simon Calcinai</p> <p>Jenny Marshall</p> <p>Jenny Marshall</p>		
--	--	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--	--

7.	Other Business	<p>Recycling Symbols:</p> <ul style="list-style-type: none"> • There has been a discussion on the Waste Minimization Educators list serve on the consistency of recycling signage across the country. Both the colours and the recycling symbols are inconsistent. • It was agreed that it would be good to have a universally accepted signage system and that it is important for both business and domestic collections to align. • It was agreed that it would be easier to standardize the colours first then the symbols. Donna has recently run a focus group on colours. • How can WasteMINZ and the sector group assist in this discussion? Suggestions include: <ul style="list-style-type: none"> • Having a place in this year's conference to promote the topic and ask people to say what colours they associate with which waste type. This could potentially be done in the trade exhibitor's area. To be successful people would need to volunteer to man the display during the morning and afternoon tea breaks. • Have a discussion on this topic at next year's round up, as all the workshop sessions are now full for this year's conference. • Have an article in revolve the WasteMINZ magazine "what colour is waste" to promote the issue. <p>Jenny will follow up with Paul Evans to discuss these options</p> <p>Waste Education Strategies:</p> <ul style="list-style-type: none"> • Some councils have finished writing their strategies and some are still in the process. Donna has offered to share Southland's strategy with anyone who is interested. 			
----	----------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--	--	--

8.	Next Meeting	24 th September 10 -12pm			
----	--------------	-------------------------------------	--	--	--