

BEHAVIOUR CHANGE SECTOR GROUP STEERING COMMITTEE MEETING

Date: 10th December

Time: 10am- 12pm

Location: teleconference

Present: Angela Atkins (Hastings District Council); Caitlin Scott (Auckland Council); Danielle Kennedy (Auckland Council); Donna Peterson (Invercargill City Council); Kimberley Cleland (Tauranga City Council); Simon Calcinai (Kapiti District Council); Sunshine Yates (Waste Not Consulting)

Facilitator: Jenny Marshall (WasteMINZ)

Apologies: Marty Hoffat (EERST); Mariana Tyler (Waikato Regional Council); Neil McKenzie Hall (Envirowaste)

No.	Agenda item	Action point	Person responsible	Deadline	Status
1.	Welcome				
2.	Previous minutes of October 1st accepted	Moved: Donna Peterson Seconded: Kimberley Cleland			
3.	Review of Status of Actions: Behaviour Change Tools	It was agreed the document should be formatted in black and white. It is now loaded on the WasteMINZ website.	Jenny		completed
	Case Studies	Simon and Kimberley have volunteered to read through the Waste Minimisation	Simon and		

		<p>fund applications and identify applications that would be of interest as case studies.</p> <p>http://www.mfe.govt.nz/issues/waste/progress-and-outcomes/wmf/index.html</p> <p>These can be divided into four categories:</p> <p>1. Organics:</p> <p>Pyrolysis project Waikato, BOP vermicast project, Waste2Gold/Terax, Organic collections feasibility Whaingaroa, Eco-stock, choice composting Porirua</p> <p>2. Hazardous waste:</p> <p>PCB disposal, Used oil recovery in Auckland, RCN e-cycle project, Product stewardship of agrichemicals</p> <p>3. Behaviour change/education:</p> <p>Unpackit awards, Public place recycling, Waste not, OCS waste min toolkit, Conscious Consumers, LiteClub</p>	<p>Kimberley</p>		
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	Colours of Mobile Containers	<ul style="list-style-type: none"> • Neil will informally contact the Glass Packaging Forum to find out their thoughts. He will also draw up a comparison of the colours used by the major industry players. Neil was unable to attend the meeting today. • Jenny will pull together the information from Recycle Now, On Pack recycling label the Australian research and the RONZ symbols into one document. • Jenny will follow up with Paul as to how to progress a joint standard with Standards New Zealand Jenny has contacted the Standards Agency. To progress a joint standard would be a very slow process primarily due to the current work load of the standards agency. 	Neil		In progress
			Jenny		Completed
			Jenny		Completed
	Food Waste Reduction	<ul style="list-style-type: none"> • An appendix will be added to Sunshine’s report to summarize the additional New Zealand research which is taking place at the moment. • Jenny will research any available information about these campaigns and the extent to which they were informational or a call to action. 	Sunshine		Completed
			Jenny		Completed

		<ul style="list-style-type: none"> • Reduce your rubbish campaign with tv commercials. • Love New Zealand public place recycling • Glass packaging forum 			
		<ul style="list-style-type: none"> • Some councils did not complete the survey. Members of the committee will contact relevant people to see if they can complete the survey so we have as full a picture as possible. • Marianna will also forward the survey on to the regional councils, so we can also get their feedback. • Simon will contact Tushara to find out who else was involved. Simon has emailed Tushara but has yet to hear back. • Donna, Kim and Marianna have volunteered to meet to review the information gathered to date and create a scoping document and potential decision tree with next steps. 	ALL		Completed
			Simon		In progress
			Donna/ Kim/ Marianna		Completed
	Contamination in recycling bins	<ul style="list-style-type: none"> • Christchurch has recently done a pilot project in this area using a whole lot of behaviour change tools. Donna will contact Tamara to find out more. • In Invercargill contamination rates in recycling bins have increased from 4% to 14% over the last two years. They are currently conducting an intervention to prove or disprove how beneficial bin inspections are. They will be visiting households four times on a fortnightly basis and conducting bin inspections. They are using a three tag system. A green tag if one item has been incorrectly recycled or the recycling placed in plastic bags. An orange tag if the presentation of the bin is incorrect e.g. to close to a tree. A red tag if it is not emptied as it is too contaminated. They are now into the third week of the project. Danielle would like a copy of the tags. Donna will send out the link to be included in the minutes. • Pip Chrystal and Trisia Farralley did some detailed research on just a few households, which looked at contamination, and presented this at the WasteMINZ conference. Their paper can be viewed here. 	Donna		In progress

		<ul style="list-style-type: none"> • Auckland Council in 2014 will conduct a “<i>recycle right</i>” campaign which will be both promotional and on the ground. • Kapiti’s experience is that crates are more effective as you can do a kerbside sort, however as the volume of crates is limited to 60 litres there is less capacity for recycling and on a few days a year wind is a problem. • Email members of the behaviour change sector group to find out what others are doing. This information will be compiled and sent back out to the group. Members were emailed but no responses were received. It was also raised as an issue at the TA Forum. 	Jenny		completed
4.	Food Waste Reduction	<ul style="list-style-type: none"> • On the 21st of November Donna, Kimberley, Mariana and Jenny met with Miranda Miroso from Otago University. • A review of the available literature was conducted and the conclusion drawn that there was not enough New Zealand data available on which to base a behaviour change program. • Otago University had funding for a student internship for David Reynolds for five weeks to conduct an initial study into food waste. • The team agreed that Miranda and David would use the WRAP research methodology and trial a pilot study to see whether the Wrap methodology could be used here in New Zealand. • David has conducted interviews with ten households, audited their rubbish bins for food waste, analyzed the type of food waste and also asked the households to complete waste diaries. He is hoping to have his research completed before Christmas. • Based on this it is proposed that the Behaviour Change group would compile a kit for councils and organizations willing to conduct food waste rubbish bin audits using WRAP’s Methodology. This would allow the results to be aggregated across New Zealand and would also enable us to compare them to the UK results. 			

		<ul style="list-style-type: none"> • Secondly, it is proposed to develop an online survey that councils' and other organizations could use to capture attitudes and behaviours that lead to food waste. Two similar surveys have already been undertaken one by WRAP and one by NSW. • The proposal is to take the most relevant questions from both surveys and customize it for New Zealand. Councils and organizations across New Zealand would be asked to promote the survey. • Provided that the core questions were left unchanged, councils would also have the opportunity to add additional questions relevant to them. • Auckland is hoping to launch a large scale promotional food waste/ composting campaign in September • Nelson Environment Centre in partnership with Nelson Council is starting a food waste reduction program in February • The Wellington region is funding food waste audits and interviews. • Marlborough Council is applying for funding for a community sustainability initiative which includes food waste reduction. They plan to start their program in July. • Tauranga Council was considering doing research into behaviour change and worm farming but is now considering looking into food waste. They are planning their project for February • Invercargill Council is willing to conduct some food waste audits • A technical working group will be formed to progress this further. 			
5.	Colours of Mobile Containers and Recycling Symbols	<ul style="list-style-type: none"> • The WasteMINZ Behaviour Change Sector Group has received an email from Dana Peterson at MfE indicating that MfE are exploring opportunities for more effective use of the LoveNZ logo in the context of recycling. • The Behaviour Change group is very interested in working together with MfE on this. Paul Evans will be in Wellington next week and will make contact with MfE to see how the two organizations can work together on this. • A <i>"Love NZ guide to selecting and positioning recycling bins"</i> lists on page 			

		<p>4 agreed colours for rubbish and recycling bins in public places. These match the colours of the Australian standard and are in line with the colours that the majority of councils use. Auckland will also be using these colours in their new procurement contracts.</p> <ul style="list-style-type: none"> • However, if you google to find out what the common colours used in New Zealand are it is impossible to find this information. • The Behaviour Change Steering Committee recommends creating an information sheet outlining these colours, then promoting the information sheet widely so it easily accessible and searchable online. • Organizations that may want to be involved in creating or endorsing the information sheet are: MfE, Glass Packaging Forum, WasteMINZ's TA Forum, Bin manufacturers. • The Sustainable Business Network has indicated that they are willing to promote this information to their members. • It may also be possible to have a voluntary style agreement, where councils, organizations and bin manufacturers sign up. • Any change will be a gradual process as colours will be changed at council level only as and when collections come up for tender. • The RONZ recycling symbols are still available from WasteMINZ for anyone who wants to use them. They can also be adapted. The designer of the graphics was Marc Wilson who can be contacted on 03 384 3885 design@mmw.co.nz 			
6.	WasteMINZ Round up	<ul style="list-style-type: none"> • Liz Ampt presented workshops at a Round Up two years ago and used to work for SKM. She is an engaging workshop presenter who presents complicated ideas in simple practical ways. • Suggestions for Workshops: <ul style="list-style-type: none"> • Evaluation of BC programs • How to choose what behaviour change tool to use 			

		<ul style="list-style-type: none"> • Tools or methods for achieving good community engagement • How to write BC tools and methodologies into tender documents and contract • Introductory session on why BC is needed • Improving the implementation of BC methods • How to determine and write KPI's for BC programs <ul style="list-style-type: none"> • It was decided that Liz will present workshops on: <ul style="list-style-type: none"> • Evaluation of BC programmes • How to choose what behaviour change tool to use <ul style="list-style-type: none"> • Doug McKenzie Mohr is presenting two workshops on behaviour change in Auckland in February. Both Danielle and Jenny have attended his introductory workshop. He is an interesting and engaging presenter who is particularly strong on evaluation and measurement of programs. 			
	Next Meeting	Tuesday 18 th February 10-12pm			