

# PROJECT BRIEF

**Standardising the colours of Mobile Waste Containers**

**April 2014**

## **About WasteMINZ**

Founded in 1989, WasteMINZ is a membership based organisation which operates an inclusive and collaborative model, and delivers value to its members through increasing professionalism, knowledge development, and support and advocacy services.

WasteMINZ is the authoritative voice on waste and resource recovery in New Zealand, and seeks to achieve ongoing and positive development in the industry.

## Project Summary

Currently councils and businesses in New Zealand use a variety of colours to indicate what items can be recycled in what bins. This can create confusion when the colours are used inconsistently and increases the likelihood of contamination.

In particular, the choice of colours for commingled recycling and commingled glass separated collections, and the choice of colours used to indicate whether an organic collection is food waste only, food and garden waste combined or garden waste only are areas where inconsistencies are developing.

The Australian Standard AS 4123.7 2006 provides guidance around the use of colours. The aim of this project is to agree on and then promote standardised colours for waste and recycling containers used in council kerbside collections, private contract where kerbside and on site collections are being undertaken, internal workplace bins, public place recycling and event recycling.

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## **1. Introduction**

- 1.1. Currently councils and businesses in New Zealand use a variety of colours to indicate what items can be recycled in what bins. This can create confusion when the colours are used inconsistently and increase the likelihood of contamination.

## **2. Aim**

- 2.1. The aim of this project is to agree on and promote standardised colours for waste and recycling containers.

## **3. Outcomes**

- 3.1. The key outcomes for this project are:
  - 3.1.1. Councils throughout New Zealand will be aware of the standardised colours and the rationale behind them, and will choose to use them when changing or updating their collection systems.
  - 3.1.2. Businesses throughout New Zealand will be aware of the standardised colours and will choose to use them to enhance their waste minimisation activities.
  - 3.1.3. Waste companies will be aware of the standardised colours and the rationale behind them, and will incorporate their use where appropriate with their collection systems.
  - 3.1.4. Waste companies and consultants will be aware of the standardised colours and the rationale behind them, and will promote their use with their customers and clients.
  - 3.1.5. Public place and event recycling organisers will be aware of these colours and will choose to use them to enhance their waste minimisation activities.
  - 3.1.6. Ministry of the Environment staff will be aware of the standardised colours and understand the rationale behind them. They will then be able to direct enquiries to the appropriate information sources.

- 3.1.7. These guidelines will be endorsed and promoted by key stakeholders and relevant organisations.

## **4. Target audience**

- 4.1. The target audience for this project is councils, waste management companies, consultants, businesses, Ministry for the Environment, the Community Recycling Network CRN, Glass Packaging Forum and any other interested parties.

## **5. Stakeholders**

- 5.1. Key stakeholders for this project are WasteMINZ, Glass Packaging Forum and other public place recycling schemes; Plastics New Zealand Inc., SULO Talbot Ltd and other manufacturers of waste and recycling containers; waste management companies, councils, the Community Recycling Network, and the Ministry for the Environment.
- 5.2. Other stakeholders include the Sustainable Business Network, event management companies, businesses, consultancies, compost manufacturers and schools.

## **6. Scope**

- 6.1. This project will promote the use of standardised colours for waste and recycling containers used for council kerbside collections, private contractors undertaking kerbside and on site collections, internal workplace bins, public place recycling and event recycling.
- 6.2. The standardised colours should be considered when implementing any waste and / or recycling system.
- 6.3. Waste companies should consider incorporating these colours in the future branding of their commercial collection bins and skips.

## **7. Project Principles**

- 7.1. The colour chart in the Australian Standard AS 4123.7 2006 should be adhered to wherever possible.
- 7.2. Where the colour chart in the AS 4123.7 2006 is not adhered to, the choice of colour should reduce confusion and maximise recycling in New Zealand.

## 8. Background Information

- 8.1. An Australian Standard was developed in 2006 for mobile bin colours (AS4123.7-2006 mobile waste containers - Part 7: colours, markings and designation requirements). The standard specified that darker colours (black and dark green) be used when manufacturing bin bodies, in order to include a higher amount of recycled material (HDPE). The use of darker coloured plastics allows for the introduction of recycled material without affecting the visual appearance of the container.
- 8.2. The colours of the lids of the mobile waste containers colour designations varied according to the waste stream. The most common waste categories are listed in the table below. The Australian standard also specifies more detailed designations for facilities collecting specialist waste streams which can be viewed in Appendix A.

Category	Bin colour	Bin lid colour
Waste	Dark green or black	Red
Recycling mixed (includes plastics, cans, paper)	Dark green or black	Yellow
Glass ( mixed colours )	Dark green or Black	Yellow
Paper/Cardboard	Dark green or black	Dark Blue
Organics (including food and garden organics)	Dark green or black	Lime Green
Food waste only	Dark green or black	Burgundy

- 8.3. Some councils around New Zealand began using the colours from the Australian Standard when they moved to a three bin system e.g. Timaru District Council, Christchurch City Council and Selwyn District Council. Other councils however have chosen to use different colours e.g. orange or blue has been used to indicate recycling, in order to align with council brands.
- 8.4. When the Glass Packaging Forum implemented public place recycling schemes for the Rugby World Cup in 2011 they looked to the Australian Standard for guidance. They used the same colours as the Australian Standard for waste, mixed recycling, paper/ cardboard and organics. However, they chose to use a different colour for

commingled glass recycling, choosing light blue in contrast to yellow which is used in the Australian Standard. They used the lime green colour for organics as they assumed organics to be food waste, compostable packaging and other organic waste which would include greenwaste.

<b>Category</b>	<b>Bin lid colour</b>
Waste	Red
Recycling mixed (includes plastics, cans, paper)	Yellow
Glass ( mixed colours )	Light Blue
Paper/Cardboard	Dark Blue
Organics	Lime Green

8.5. Clarity around the colours to be used for organic waste is a key element of this project. The Australian Standard includes two colour designations for organic waste. Lime green is used for garden waste only and also for food and garden waste combined. Burgundy is used for food waste only collections. In New Zealand six councils currently offer kerbside organic collections and one council offers a commercial food waste collection. The lime green colour is also being used for food waste only collections at public events. The colours they use are listed below.

<b>Council</b>	<b>Collection</b>	<b>Bin Colour</b>	<b>Lid Colour</b>
Selwyn	Food and Garden	Grey	Lime Green
Christchurch	Food and Garden	Grey	Lime Green
Timaru	Food and Garden	Grey	Lime Green
Kawerau	Garden with some food permitted	Dark Green	Dark Green
Whakatane	Garden only	Dark Green	Dark Green
Tasman	Garden only	Dark Green	Lime Green
Wellington (Kai to Compost)	Food only	Brown	Brown

8.6 The colour blue has also been used in a variety of contexts e.g. Light Blue is used in schools for Tetrapak recycling; Dark Blue is used for paper and cardboard recycling. It is also used for bins for secure document destruction. Light and dark blues are used for glass collections. Blue is also used for commingled recycling in some council



kerbside collections. So agreement on when and how to use the colour blue is also needed.

## **9. Project Decisions:**

9.1. The project team will confirm or reach agreement upon the following key colours

- Red for rubbish (waste to landfill) – to be confirmed by project team.
- Yellow for commingled recycling – to be confirmed by project team.
- Light Blue or Yellow for commingled glass – to be decided by project team.
- Use of Lime Green and Dark Green Colours for organic food and garden waste– what should this designate in the New Zealand context? – to be decided by the project team.
- Use of Burgundy colour for food waste only - to be decided by the project team.
- Confirming colours for other commonly recycled items not identified above e.g. polystyrene - to be decided by the project team.

## **10. Deliverables**

10.1. The following deliverables are required

10.1.1. Agreement and endorsement of colours for key waste and recycling streams as listed in 9.1.

10.1.2. A one/two page factsheet outlining the colours.

10.1.3. A document outlining the colours and an explanation of how these colours were chosen.

10.1.4. A press release explaining the colours and the purpose behind them.

10.1.5. A process for creating awareness of the new colours.

## **11. Funding**

11.1. A pdf factsheet will be created that councils and other organizations can choose to download and print.

11.2. The project costs will include the professional editing of the factsheets and the use of a graphic designer to publish the factsheets.

11.3. WasteMINZ will fund the cost of the editing and graphic design of the factsheet.

## **12. Governance, accountabilities and copyright**

### **12.1. Governance**

12.1.1. The WasteMINZ Board is the principal governing entity

### **12.2. Project management**

12.2.1. The project sponsor will be the Chair of the Behaviour Change Sector Group Steering Committee.

12.2.2. The project manager will be Jenny Marshall ,Sector Group Coordinator

## **13. Consultation**

13.1. When the standardised colours have been agreed by the technical working group this will go out to consultation to:

- The key stakeholders who attended the meeting on 1<sup>st</sup> April 2014: a list of these stakeholders is attached in Appendix B.
- Other key stakeholders that have subsequently indicated interest in the project or been identified by the working group.
- The Behaviour Change Sector Group steering committee
- The TA Forum steering committee

13.2. When the factsheet and other documentation have been created by the technical working group this will go out to consultation to

- The key stakeholders who attended meeting on 1<sup>st</sup> April 2014. A list of these stakeholders is attached in Appendix B
- Other key stakeholders

- The Behaviour Change Sector Group
- The TA Forum

13.3. The details of the consultation process can be viewed in Appendix C.

## **14. Technical working group**

14.1. Volunteers to join the technical working group were sought from those who attended the key stakeholder meeting on April 1st. Expressions of interest were received from:

- Karen Murray, SULO Talbot Ltd
- Danielle Kennedy, Auckland Council
- Lyn Mayes, Glass Packaging Forum
- Neil MacKenzie-Hall, Envirowaste Services Ltd
- Julie Irvine, NZ Defence Force
- Tammara McKernan, Christchurch City Council

## Appendix A: AS 123.7 2006 Colour Designations for Mobile Waste Containers

Material Type	Australian Standard MGB Body Colour	Australian Standard Lid Colour
Rubbish	Dark Green or Black	Red
Paper/ Cardboard	Dark Green or Black	Blue
Green Waste /Organics	Dark Green or Black	Lime Green
Recyclables	Dark Green or Black	Yellow
Metal Cans	Dark Green or Black	Light Grey
Food Waste	Dark Green or Black	Burgundy
Clear Glass	Nature Green	White
Brown Glass	Nature Green	Brown
Green Glass	Nature Green	Nature Green
Mixed Glass Bottles	Nature Green	Yellow
Plastics	Dark Green or Black	Orange
Office Paper	Blue	Blue
Electronics	Dark Green or Black	White
Clinical and related incineration	Yellow	Orange

Clinical and related other technologies than incineration	Yellow	Yellow
Cytotoxic	Purple	Purple
Radioactive	Red	Red

#### Appendix B: Attendees at key stakeholder meeting 1<sup>st</sup> April

Invited Companies	Representatives	Type of Stakeholder	Attended
Envirowaste Services Ltd	Neil Mckenzie Hall	Waste company	Yes
Transpacific Industries Group (NZ) Ltd	Glenda Andrew Neal	Waste company	Yes
JJ Richards and Sons Ltd	Lance McKinnon	Waste company	No
Full Circle Recycling	Dean Martin	Waste company	No
Reclaim Ltd	Ken Graham	Waste company	Yes
Smart Environmental Ltd	Mark Lawson	Waste company	Yes
SULO Talbot Ltd	Karen Murray	Bin manufacturer	Yes
Interwaste	Doug Daly	Waste company	No
Auckland Council	Danielle Kennedy	Council	Yes
Marc Wilson		RONZ Designer	Yes
Eunomia Research &	Duncan Wilson	Involved in creation of RONZ Symbols	No

Consulting Ltd			
Glass Packaging Forum	Lyn Mayes	Managed the public place recycling scheme	Yes
Ministry for the Environment	Dana Peterson	Ministry for the Environment	Yes
NZ Defence Force	Julie Irvine	Representing Companies	Yes
EERST	Marty Hoffart	Community Recycling Network	Yes
OCS	Tony Phillips	Commercial Cleaning Companies	Indicated interest subsequently
Xtreme Waste	Jacqui Forbes	Community Recycling Network	Indicated interest subsequently
Tauranga City Council	Rebecca Maiden	Council	Indicated interest subsequently

## Appendix C:

### Consultation Process

1. Project team meets to finalise brief and agree on colours
2. Colours go out to key stakeholders and the Ministry for the Environment for consultation
3. Project team reviews feedback from key stakeholders and adopt colours
4. Project team develops an information sheet explaining what the colours are and why they have been chosen
5. Information sheet goes out to key stakeholders for review
6. Review feedback from key stakeholders
7. Information sheet sent to professional copy writer
8. Project team reviews information sheet
9. Content reviewed by Paul Evans and Nic Quilty at WasteMINZ
10. Information sheet sent out for wider stakeholder review
11. Project team reviews feedback

12. Information sheet sent to graphic designer
13. Project team reviews information sheet
14. Information sheet signed off by Paul Evans
15. Project team agrees how to promote and publicise colours
16. Information sheet published and distributed