TV TakeBack
TV TakeBack

The TV TakeBack programme will:

1. Divert TVs from landfill by increasing the number of TVs recycled in New Zealand
2. Improve the long-term management of end-of-life TVs
Why worry about old TVs?
When is my area going digital?

- **Upper North Island**: Sunday, 1 December 2013
- **Lower North Island and East Coast**: Sunday, 29 September 2013
- **West Coast**: Sunday, 30 September 2012
- **Hawke's Bay**: Sunday, 30 September 2012
- **Rest of South Island**: Sunday, 28 April 2013
How did we get here?

• Digital switchover Cabinet Paper August 2010
• “Officials from MCH and MfE will work together to develop a strategy to address the issue of CRT televisions”
• Waste Minimisation Funding
• $11.5m allocated to programme
Programme Outcomes

1. Recycle Legacy TVs
2. Increase Recycling Infrastructure
3. Raise Public Awareness
4. Monitor Sector Compliance
5. Improve Recycling Data

Objectives

- Increase the number of TVs recycled during the digital switchover
  - KPI: 500,000 TVs have been recycled by 1 December 2014
- Increase the accessibility of TV recycling collection points
  - KPI: 90% of New Zealand districts have a TV recycling collection point
- Increase awareness of the need to recycling and of the recycling options available.
  - KPI: 50% of New Zealanders are aware of recycling options by the time their region switches to digital TV
- Ensure that NZ complies with best practice guidelines in the management of e-waste
  - KPI: 100% of participating projects are complying with all domestic and international obligations for managing e-waste
- Increase the amount and quality of information available on TV recycling in New Zealand
  - KPI: 100% of participating projects are providing transparent collection and recycling data through project reporting
1. Recycle legacy TVs

- Will collect and recycle up to 500,000 TVs
- Phased roll out
- Expanded collection sites – retailers, recyclers, councils
- Subsidised recycling
- Short-term incentives to stimulate uptake – free recycling periods
2. Increase recycling infrastructure

• Establish new TV recycling collection sites
• Expand processing plants
• Train and up-skill staff
3. Raise public awareness

- Regional roll out of campaign
- Print, online and radio advertising
- Posters, signage and info at collection sites
- Local PR opportunities
- LoveNZ brand
- www.tvtakeback.govt.nz
TV RECYCLING DROP OFF POINT

LOVE NZ TV TAKEBACK
Old TVs contain materials that can harm the environment if they are not recycled. And they have metals, glass and other things that can be recovered. If you love New Zealand, recycle your old TV with care. To find the nearest drop-off point or learn more, check out the website. **Free offer closes 28 October.**
4. Monitor sector compliance
5. Improve recycling data

- Online reporting via WasteTRACK – number of TVs collected/recycled
- Milestone reporting
- Chain of custody reporting
- Audit and compliance reporting
- Public awareness/behaviour surveying
And the long-term?

• Producer responsibility for televisions – but it takes time to establish
• TV TakeBack is an interim approach
• Helps to develop the infrastructure, capability and partnerships needed for a producer responsibility regime
• Clear out a problem legacy waste
DELIVERY

Elena Wrelton
Phase 1

• Digital switchover in Hawke’s Bay & West Coast - 30 September
• Subsidised recycling commenced - 1 October
• Drop-off at recycling depot, transfer station, participating retailer
• Mix of temporary and permanent collection sites
• 16-day free recycling period
Hawke’s Bay Collection Sites Open Today

Mainfreight, Napier
Hastings District Council, (old Mitre 10 site)
Waipukarau Transfer station
Waipawa Transfer Station
Takapau Transfer Station
Porangahau Transfer Station
Harvey Norman, Hastings
Harris Metals, Hastings and Napier
100% Winloves – Waipawa and Waipukurau
Quality Roading and Services (Wairoa) Limited
Noel Leeming – Hastings and Napier
Bond and Bond – Hasting and Napier
<table>
<thead>
<tr>
<th>West Coast Collection Sites Open Today</th>
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<tbody>
<tr>
<td>Westflora Nurseries Ltd, Westport</td>
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<tr>
<td>South Westland Rubbish, Franz Josef</td>
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<tr>
<td>Murchison Resource Recovery Centre</td>
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<tr>
<td>McLeans Landfill, Greymouth</td>
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<tr>
<td>Westport Transfer Station</td>
</tr>
<tr>
<td>Hokitika Transfer Station</td>
</tr>
<tr>
<td>Karamea Refuse &amp; Recycling Facility</td>
</tr>
<tr>
<td>Reefton Transfer and Recycling Facility</td>
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<tr>
<td>Ross Transfer Station</td>
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<tr>
<td>Kumara Transfer Station</td>
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<tr>
<td>100% Ellery's, Westport, Greymouth and</td>
</tr>
<tr>
<td>Hokitika</td>
</tr>
<tr>
<td>Noel Leeming, Greymouth</td>
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</tbody>
</table>
Where can I recycle?

West Coast, South Island

Find your nearest drop off site
Note: more drop off sites will be up and running in this area soon.

Hawke’s Bay

Find your nearest drop off site
Note: more drop off sites will be up and running in this area soon.

Rest of New Zealand

TV TakeBack coincides with New Zealand’s switch from analogue to digital television. As your region gets closer to going digital, we will tell you more about TV TakeBack drop off sites near you. In the mean time, contact your local Council or specialist e-waste recycler to find out what recycling services are available in your region.

- RCN e-Cycle
- RemarkIT
- Sims Recycling Solutions
How many TVs so far?
Total: 5,347
• Hawke’s Bay: 4,940
• West Coast: 407
Phase 2

• Planning beginning now
• Design informed by data from Phase 1
• Review of timing, subsidy rates, use of free periods, comms materials
• Roll out early 2013
• Next digital switchover April 2013 – South Island