

14. TARGET ZERO PROGRAMME – QUARTERLY UPDATE REPORT

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The purpose of this report is to update progress with this Council's business waste reduction programme - Target Zero, since the last report (February 2002).

CONTEXT

Target Zero is the Christchurch City Council's business waste minimisation programme. It is delivered by the Resource Efficiency Team, and funded largely through City Water and Waste from the waste minimisation levy.

STRATEGIC REVIEW

Of particular note in the last quarter, is a review of the programme strategy carried out with assistance from Manaaki Whenua Landcare Research. The review was commissioned in order to:

- *ensure that Target Zero delivers the most appropriate approach to achieving the purpose and goal and provides "good value for money" for Council / ratepayers*
- *incorporate the "Business Sustainability Framework" as developed at the Christchurch meeting of staff representatives of the Environment Protection and Heritage Council, into the Target Zero Strategy. Note the purpose of the Framework is to provide a common approach for business sustainability initiatives in Australia and New Zealand, allowing cooperation and collaboration.*

The review also took into account the recently published New Zealand Waste Strategy (2001) and this Committee's request for more specific KPI's regarding the programme's achievement eg volumes of waste reduced, amount of energy reduced etc, rather than the current KPI's which report participation.

In essence, the Business Sustainability Framework identifies a series of destinations through which business must travel in order to become sustainable as illustrated in Figure 1. The Framework suggests key areas for action by the Resource Efficiency Team for achieving the goal of business sustainability including:

- Working with industry directly e.g. providing information, tools, partnerships
- Working with channels of influence e.g. media, trade associations, professional services
- Providing a supportive policy context e.g. performance based regulation, economic instruments
- Evaluating progress.

As a result of the review Target Zero has adopted the Framework as a guiding philosophy, and has amended the Target Zero programme goal to align with the Business Sustainability Framework vision, which is:

"Innovative, profitable and accountable businesses that integrate sustainable, economic, social and environmental values in their thinking, decision making and behaviour."

The Target Zero programme purpose has been amended to:

"facilitate the progress of business through the sustainability destinations."

The review also recommends that Target Zero:

- takes a more strategic approach to planning by conducting an analysis by industry sector
- develops specific KPI's for work with each industry sector
- provides staff training for all aspects of sustainability especially social and economic, and

- reviews additional external funding possibilities.

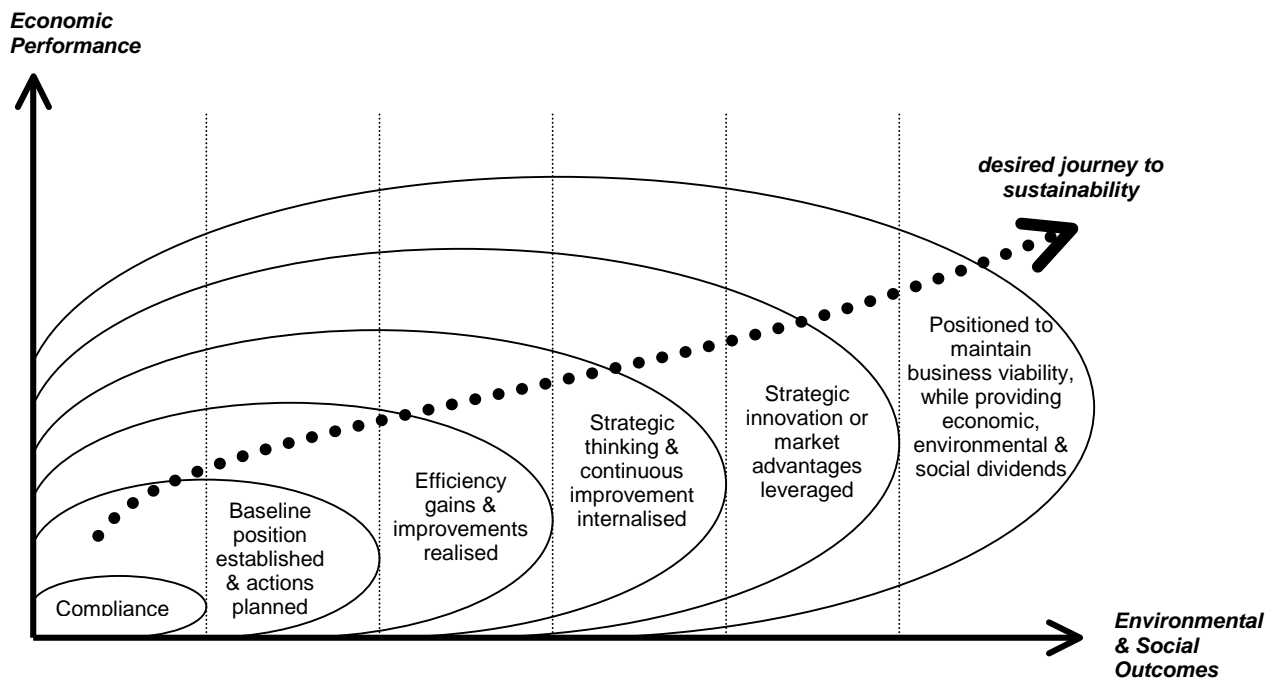


Figure 1. Business sustainability destinations

PROJECT ACHIEVEMENTS

Target Zero continues to work on the 2001/2002 programme of activities, as well as responding to enquiries arising both within and external to the Council, many arriving through the Customer Centre. Target Zero also works to facilitate achieving the programme goal, such as coordination between Christchurch City Council teams dealing with business and improving cooperation with outside agencies such as Environment Canterbury and Occupational Safety and Health.

Results/achievements of the 2001/2002 programme will be reported at the end of the current financial year. Progress of note over the last three months includes:

- *Taskforce visits* – 13 visits to mainly manufacturing companies, three visits to hospitals. These visits comprise a 1/2 day site visit followed by written recommendations and follow up.
- *6 month Target Zero Workshop Programmes* – 7th workshop programme started in March with four large manufacturing companies, recruiting is underway for the 8th programme to commence in May.
- *Christchurch City Council Service Centres* – waste recycling programmes set up at all six service centres.
- *Small business assistance* – 32 visits to central city offices and retailers with recommendations for energy efficiency and waste minimisation.
- *Schools* – visits to 20 primary schools with recommendations to implement paper recycling.

CONCLUSION

Target Zero continues to successfully raise awareness of the environmental issues and improve environmental performance within the business sector. A review of the programme strategy, which has incorporated this Committee's request for more specific KPI's, and implementing the recommendations from that review, will contribute to the ongoing development and improved effectiveness of the programme.

Target Zero continues to make a vital, long-term contribution to this Council's goals of zero residual waste to landfill and becoming a sustainable city.

TRIPLE BOTTOM LINE AUDIT

	Condition	Meets Condition	How it Helps Meet Condition
The Natural Step			
N1	Reduce non-renewable resource use	✓✓	
N2	Eliminate emission of harmful substances	✓✓	
N3	Protect and restore biodiversity and ecosystems	✓✓	
N4	People needs met fairly and efficiently		
The People Step			
P1	Basic needs met	✓	
P2	Full potential developed	✓	
P3	Social capital enhanced	✓	
P4	Culture and identity protected	-	
P5	Governance and participatory democracy strengthened	✓	
The Economic Step			
E1	Effective and efficient use of all resources	✓✓	
E2	Job rich local economy	✓	
E3	Financial sustainability	✓	
✓✓	Significant positive impact (Project aiming to have positive impact in area)	- Neutral	x Negative impact
✓	Positive impact		xx Significant negative impact (project aiming opposite direction to condition)
Some initiatives could have a tick and a cross in the rating box and would then need an explanation of each in the comments box.			

Chairman's

Recommendation: That the information be received.