

### 3. NATIONAL “REDUCE YOUR RUBBISH” CAMPAIGN

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The purpose of this report is to brief the Subcommittee on an approaching national waste reduction promotional campaign.

#### THE CAMPAIGN

At the meeting of the Regional Waste Minimisation Working Party on 20 February Ket Bradshaw of the Ministry for the Environment and Stephen Hill of Environment Canterbury provided a presentation on this campaign.

The Ministry for the Environment is collaborating with regional and local councils to develop a national marketing campaign to encourage householders to reduce their rubbish. In April/May/June 2003 a series of television commercials will be used to ‘personalise’ the waste issue by demonstrating some simple actions that householders can take to reduce rubbish. The television advertising will be supported by advertising in magazines and on supermarket trolleys. There will also be a website and 0800 number to give people more information than we can get across in the advertising. The April/May period is going to put waste to the top of the agenda and people in the waste sector should use this opportunity to advance programmes they have in place to compliment the marketing campaign.

The television advertising will be focussing on getting people to think about what they are throwing out and then giving some simple solutions on how they can easily change their behaviour. Simple solutions such as encouraging people to recycle, compost and to buy products with less packaging. On the website there will be more comprehensive advice, including a simple 10 point plan (refer attached) and links to other more specific waste sites.

The campaign follows on from the launch of the New Zealand Waste Strategy last year. “This is one of the first opportunities to take some of the messages in the New Zealand Waste Strategy to the general public,” says Ket Bradshaw of the Ministry for the Environment. This campaign is modelled on the successful Auckland Regional Council’s ‘Big Clean Up’ campaign, it is hoped that in the future the national Reduce Your Rubbish campaign will move towards the ‘life-after-waste’ concept being developed by the Waste Management Institute. “We need to keep repeating these messages over a longer period. The whole waste and resource recovery sector is ready to take up this challenge.”

The Ministry for the Environment is also assisting regional councils in updating local councils and the waste networks in their areas about progress on the campaign through local campaign update meetings. Regional councils can be contacted for details of events in each region. Many territorial local authorities and businesses are already starting to think about how they can help to support the campaign messages through their own communications networks. The Ministry for the Environment will constantly update its our website which covers a lot of the operational side of the campaign, - <http://www.mfe.govt.nz/issues/waste/>.

#### SUMMARY

This nationwide campaign is an opportunity for all members of the Subcommittee to engage their own respective communities in order to raise awareness of waste issues.

#### Staff

**Recommendation:** That member councils be encouraged to use the nationwide campaign to the benefit of local communities and cooperate with the Ministry for the Environment and Environment Canterbury to link any suitable initiatives into this promotional campaign.

#### Chairman’s

**Recommendation:** That the above recommendation be adopted.