

7. NEW RECYCLING LOGO

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Corporate Plan Output: Regional Waste Initiatives	

The purpose of this report is to highlight a new recycling logo developed to promote recycling in the City and Waimakariri District Council.

BACKGROUND

The Kerbside Recycling Promotion Team (comprising representatives from Onyx, Recovered Materials Foundation, the City and Waimakariri District Council) developed a new logo to promote kerbside recycling, as well as recycling at open air public events such as the A & P show, Sparks in the Park, Christmas in the Park etc. A black and white copy of the logo is attached. At the Subcommittee meeting full colour copies will be made available to all members.

At the Regional Waste Minimisation Working Party meeting of 13 November there was a favourable response to this logo being used by other Canterbury Councils in promoting recycling in their own area, and the matter was referred to the Subcommittee for discussion.

The logo is different in detail to other recycling logos used locally and internationally, but also very similar in overall impression, being instantly recognisable as *Recycling*. Use of the same logo all over Canterbury could present a unified approach across Canterbury.

SUMMARY

A new recycling logo has been developed and has potential to be used Canterbury wide.

Recommendation: That members of the Subcommittee encourage the use of the new recycling logo in their respective areas.

Chairman's Recommendation: That the above recommendation be adopted.