

26. COMMERCIAL WASTE MINIMISATION UPDATE REPORT

Officer responsible Waste Manager	Author Jim Watt, Target Zero Programme Manager DDI 371 1344
Corporate Plan Output: Commercial Waste Minimisation Update	

The purpose of this report is to update the Committee on progress made since the last report in November 2000.

STRATEGY FOR COMMERCIAL WASTE MINIMISATION REVISITED

Our strategy is being revisited using a Logical Framework methodology and in consultation with others. These include for example, representatives of Canterbury Employers Chamber of Commerce (CECC), Canterbury Manufacturers Association (CMA), Environment Canterbury (ECAN), Martin Ward (Target Zero consultant and Chairman of the Ministry for the Environment Waste Minimisation and Management Working Party), Christine Toner (Marketing Consultant), Landcare Research, The Press, Brintons, Polytechnic and GlassTech. The final strategy will be reported on at the next meeting. It will specify overall goal, purpose, objectives, outputs, and activities. For purpose, objectives, and each activity we will specify verifiable indicators, means of verification, risks and constraints and risk management. The draft goal, purpose and objectives are defined below: -

Target Zero Goals and Purpose Framework

DRAFT	Narrative Summary	Verifiable Indicators	Means of Verification	Risks	Risk Management
Overall Goal	To contribute towards an economically, socially and environmentally vibrant Christchurch by catalysing the business community to achieve higher standards of environmental management.				
Purpose	To enable businesses to reduce their environmental impact through facilitation and emphasising financial benefits, image, legal compliance and risk reduction.	Annual survey of TZ membership to ascertain where they are at on a scale of activities / commitment. (This information will feed back into the planning process each year)	Survey carried out by a third party.	Confidentiality issues with business information Lack of legislation Environmental issues are not a priority for many businesses	Needs to be aligned with other CCC practices and policies and related to central govt responsibilities.

Our draft objectives are threefold:

- Awareness and Commitment**
To increase awareness and priority of environmental issues amongst business leaders and staff and to develop commitment to action.
The verifiable indicator might be an annual survey of Christchurch business and assisted companies to ascertain on a scale of activities or commitment.
- Reducing Impacts**
To work with businesses to reduce environmental impact through: -
 - Resource, energy and process efficiency
 - Minimisation of all wastes to air, water and land
 - Environmental management and risk reductionThe verifiable indicator might be the number of businesses assisted.
- Shaping Our Future**
To respond to the issues that impact on the effectiveness of the Target Zero programme and to contribute to shaping the future requirements and controls.

CURRENT ACTIVITIES/OBJECTIVES

The current activities are listed under the three draft objectives listed above.

1. Awareness and Commitment

We network with many organisations to communicate with the business community and their influencers. A list of events in which we have participated in the last 12 months is shown below.

Presentation and Events in the Last 12 Months

Seminars, Workshops, Conferences	Details	Organiser
Redesigning Resources Conference	Presentation and workshop	Recovered Materials Foundation
Sustainable Christchurch Forum	Presentations	CCC
EECA Christchurch Hotel Engineers	Presentation	EECA
ALGENZ Conference	Presentation	ALGENZ
MfE BusinessCare Launch Seminars Whangarei, Auckland, Wellington, Timaru, Dunedin, Invercargill, Greymouth, Nelson, Christchurch, Blenheim	15 Presentations and workshops	EcoSense for MfE
Foundry Section of the CMA	To create partnership with members to remove 5000 tons of sand from waste to landfill	Target Zero
Christchurch Rotary	Presentation	Rotary
Zero Waste Annual Conference	Presentation	Zero Waste
CECC and CMA Directors	Presentations and meetings with the Mayor	Target Zero
Corrland Open Day	Presentation	Corrland
Metal Platers	Presentation and workshop	Canterbury Hazardous Waste Reduction Programme, Water and Waste Unit CCC, Target Zero
Lincoln University & Polytechnic Students	Lectures	
Hazardous Waste Workshop	Presentation and workshop	Canterbury Hazardous Waste Reduction Programme and Target Zero

2. Reducing Impacts

Our updated list of projects for the current year (2000/01) is given below.

Current Projects with Business

Project	Funding
Regular Items	
<i>Club meetings and site visits (status ongoing)</i>	\$3,500
<i>Target Zero newsletter (status ongoing, national distribution of around 1,200)</i>	\$4,000
<i>Information and marketing (status ongoing)</i>	\$15,000
Preparing case studies and other information (waste minimisation guides, waste reduction workbook, resource directory) and marketing the overall programme.	
<i>Advice and assistance (status ongoing)</i>	
Target Zero staff respond to enquiries providing information and advice over the telephone, by mail and on site.	
Projects	
<i>Internal CCC programme (status under way)</i>	\$20,000
Funding allocated to establishing and internal M2M system and to work with 5 libraries	
<i>M2M Retail (status under way)</i>	\$3,000
A pilot measure to manage programme for 10 inner city retailers focussing on energy efficiency and waste reduction ongoing since April 2000.	
<i>Working with sector groups (status under way)</i>	\$15,000
Current projects are with foundries to reduce sand to landfill, with printers to reduce paper waste and diverting medium density fibreboard from the landfill.	
<i>School / caretakers (status under way)</i>	\$7,000
A pilot project to identify waste practices and opportunities for minimising waste in Christchurch primary and secondary schools.	
<i>Taskforce visits (status ongoing)</i>	\$20,000
Half-day site visits by waste minimisation advisers to identify and prioritise waste and to provide direction for minimising waste.	

Project	Funding
<i>Hospitals (status under way)</i> Site visits followed up with recommendations for initiatives to reduce the volume and toxicity of solid waste at three large private hospitals.	\$7,500
<i>C&D waste minimisation project (status under way)</i> A pilot programme working with 2 construction companies, (Hawkins and Fletchers) to divert construction waste away from the Christchurch landfill and clean fill sites, for recycling or reuse.	\$26,000
<i>Revolving loan fund (status recruiting)</i> This programme has developed from the successful Christchurch City Council workshop programmes. It is co-funded by Orion and EECA. The workshop programme will be accredited by the Christchurch Polytechnic. The intention is that companies will refund the subsidy from savings establishing a "revolving grant fund."	\$32,500
<i>The Natural Step (status under way)</i> A series of workshops and on site assistance (following the Target Zero workshop format) provided to assist small to medium sized businesses to move towards sustainability using the Natural Step as a framework.	\$3,500
<i>EBEX21 (status under way)</i> A Landcare Research project encouraging business to plant native trees to offset CO ₂ emissions. The scheme will be validated so that sequestration will count under the Kyoto protocol.	\$5,000
<i>Community project (status waiting approval from On Energy of additional funds)</i> A project working with 10 schools within a geographic community to implement resource efficiency and waste reduction practices to move the community towards sustainability.	\$15,000
Total Committed	\$177,000

The Target Zero Club breakfast meetings (held every two months) and site visits continue at a very high standard and are well supported by the "cognoscente." For example, the last meeting on 5 April was addressed by Hon. Peter Hodgson, Minister for Energy. Our "normal" attendance is about 35. This last meeting attracted 65 attendees.

A key challenge for us is to market these and other offerings more effectively. Currently we are short of one member of staff seconded as Regional Hazardous Waste Reduction Co-ordinator to the end of 2001. We intend to recruit a temporary staff member with telesales and marketing skills to boost attendance at events and the number of companies assisted

We are consulting our advisers (eg. CECC, CMA, RMA of NZ, RMF, EECA, ECAN) and customers to help us develop our strategy programme and overcome some of the barriers to business participation. Barriers were identified by qualitative market research carried out in March 2001 (a sample of 10 companies who attended the Tait function in 1999 were contacted by phone).

Few surprises were uncovered by the market research. Some comments received are listed below:

Some Comments out of the Market Research

<ul style="list-style-type: none"> Cost saving essential but needs to be large enough. Owners are more motivated by this than hired managers. 	<ul style="list-style-type: none"> Competing pressures: "keeping going" and other council regulatory pressures. Councils over bureaucratic especially with resource consents. <i>Getting a dig back or serious?</i>
<ul style="list-style-type: none"> CEO commitment vital to secure company attention. 	<ul style="list-style-type: none"> Concern about time and effort required
<ul style="list-style-type: none"> Target Zero recognised and appreciated but seen as "pushing water uphill against a tide of other business needs and other compliance issues" 	<ul style="list-style-type: none"> "Walk throughs" seen as limited in value because little follow up action taken. More practical handholding needed but needs to be at low cost.
<ul style="list-style-type: none"> Would do more if forced by legislation. "Need a few more prosecutions", quoted one responsible company. 	<ul style="list-style-type: none"> "The future high cost of waste disposal to the new dump may motivate us to do more but currently it's not a priority"
<ul style="list-style-type: none"> Target Zero is the only source of environmental information or encouragement. 	<ul style="list-style-type: none"> Some comments regarding the programme: - <ul style="list-style-type: none"> "Not riveting information" "It opened up my eyes to little and simple ways to save". "Target Zero has been brilliant"

With CECC, we are forming a Reference Group of five CEO's who will help us to obtain a greater commitment from the business community and to shape our offerings to suit them. The first meeting is planned for the 20 April 2001 at which we will present the range of offerings currently available to the business community in Christchurch. The list is shown below. Those supported with Target Zero funds are shown in italics.

Offerings Available to Business in Christchurch

Category	Subject	Funding by
Strategy	Redesigning Resources (currently involving a small leadership group of Orion, The Warehouse, Macpac, Snowy Peak, Landcare Research and CCC)	Recovered Materials Foundation
	The Natural Step (workshops for SME's, 21 March)	<i>The Natural Step</i>
	Triple Bottom Line (reporting on economic, social, environmental performance)	Landcare Research
	Business Leaders (discussions under way with the CECC and CMA to develop a partnership with The Council)	<i>Target Zero direct</i>
Saving Money	Libraries	<i>Consultant</i>
	Green Retail	<i>Target Zero direct</i>
	Foundries	<i>Target Zero direct</i>
	Plating*	<i>Consultant</i>
	Construction	<i>Consultant</i>
	Dry Cleaners*	Under review
	Schools	<i>Negawatt proposed</i>
	Training Lead Action (6 Cleaner Production Workshops)	<i>Various freelance</i>
	Revolving Fund	<i>Eco\$ense</i>
	Walk Throughs	<i>Various Consultants</i>
	www.enviro-mark.com "Going for Gold"	Landcare Research
	EBEX21 (Restoring Native Forest)	<i>Landcare Research</i>
Image	www.enviro-mark.com	Landcare Research
	ISO 14001, Green Globe (for Tourism)	Various

*Canterbury Hazardous Waste Reduction Programme initiative

3. Shaping Our Future

We contribute to central government advisory panels and consultation processes. A sample is given below.

Our Membership of Government Consultation Panels

Advisory Panels	Details
EECA Vision Reference Group	Attendance at 2 meetings
MfE Waste Minimisation and Management Group	Attendance at 4 meetings, continues
BusinessCare Steering Group	Attendance at meetings, continues
CAE Waste Minimisation Project advisory group	Attendance at meetings
MED Carbon Trading Waste Group	Attendance at 2 meetings, continues
Rio +10 MfE Community Involvement in Environmental Issues	First meeting planned as "Celebrity Debate" 2 May

ALLOCATION OF FUNDS

The Target Zero budget from the Christchurch City Council waste minimisation fee is as follows: -

Target Zero Budget

Allocation of Funds	\$
Salaries for 2.5 staff	105,000
Regular Publicity and Marketing (eg breakfast meetings, newsletter, case studies, guides, advice by mail and site visits)	22,500
Projects Internal	20,000
Projects External	134,500
CCC Total	282,000
External Funding: Committed: - Orion \$35K, EECA \$15K, MfE Fees \$2K Proposals with: - ECAN (for M2M Canterbury), On Energy (for 10 schools)	52,000 TBA
External Total	52,000
Total	334,000

CONCLUSION

The business community accounts, for example, for about:

- 45% of waste to landfill (230kt/y)
- 100% of construction waste to cleanfills (est. 500kt/y)
- 40% of energy consumed and Carbon Dioxide emitted (1500kt/y)

Target Zero continues to successfully raise awareness of the environmental issues within the business sector and to develop the market for the solution providers.

We continue to innovate and develop the range of environmental solutions available (hardware, software and thoughtware).

We need to increase our audience, probably with a much more direct marketing role.

Target Zero has a high National reputation and a high local reputation amongst those companies who have participated in projects. Hence, our participation at their request in the consultation processes at the National level.

Chairman's

Recommendation: That the information be received.