

8. COMMERCIAL WASTE MINIMISATION UPDATE REPORT

Officer responsible City Water & Waste Manager	Author Jim Watt, Target Zero Programme Manager
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The purpose of this report is to update the Committee on progress made since the last report to the April 2001 Committee meeting.

NOTE: COUNCILLOR SEMINAR PLANNED FOR 16 AUGUST

We propose to hold the seminar at (at least) one of the companies who have benefited from the Target Zero programme and invite others to present their experiences at the same time. Short tours of the factory will be included for Councillors to meet the people who have been involved. These include staff from the bottom up.

STRATEGY FOR COMMERCIAL WASTE MINIMISATION

Our strategy presented in a Logical Framework is ready for scrutiny and attached (Attachment 1). The strategy was prepared with input from Christchurch City Council staff, Martin Ward (Target Zero consultant and Chair of the Ministry for the Environment Waste Minimisation and Management Working Party), Christine Toner (Marketing Consultant), Bob Frame (Landcare Research for the Logical Framework guidance), and business people involved in previous Target Zero projects from The Press, Brintons Christchurch Yarns Ltd, Christchurch Polytechnic Institute of Technology and GlassTech.

Target Zero Goals, Objectives, Outputs and Activities Framework are shown in Attachment 1.

Our objectives and approximate allocation of resource to each is as follows:

1. Awareness and Commitment – 20% of Resource

To increase awareness and priority of environmental issues amongst business leaders and staff and to develop commitment to action in the priority group. (The priority group are those businesses that our programme will focus on for the next financial year).

2. Reducing Impacts – 65% of resource

To create the demand for and a supply of skills, technologies and services to Christchurch businesses, in particular the priority businesses, to reduce environmental impact through:

- Resource, energy and process efficiency
- Minimisation of all wastes to air, water and land
- Environmental management and risk reduction

3. Shaping Our Future – 15% of resource

To advocate policy, legislation, requirements and controls that are aligned with improving business environmental performance.

ACTIVITIES DURING THE LAST THREE MONTHS (APRIL – JUNE 2001)

The activities during the last three months are listed under the three objectives.

1. Awareness and Commitment

Presentations and Events

Seminars, Workshops, Presentations	Details
Target Zero Breakfast meeting topic Energy	The Hon Pete Hodgson (National Energy strategy), Jeff Henderson (Wind Energy), Leonid Itskovitch (CCC Energy Efficiency), Roger Sutton (Orion Demand Management)
CECC Business Leaders	Target Zero consultants present their wares to CECC reference group lead by Peter Townsend

Target Zero, BusinessCare and AEBN, Zero Waste by Design Workshop	Presenters John Gertsakis (Centre for Design, RMIT), Rachel Brown (Auckland EBN), Dr Richard Gordon (Landcare Research), Paul Mather (Formway Furniture, Wellington), Richard Morley-Hall (The Warehouse), Keith Robinson (NZ Supply Chain Management), Dorenda Britten. (Design Industry)
Target Zero Orion Network Site Visit	Attendance 15.
Target Zero and Retail Merchants Association of New Zealand, M2M Green Retail	Breakfast Meeting, Farmers, The Warehouse, The Body Shop, Rexel, Cosmic Corner, Beggs Music, Dowsons, Doyles
Target Zero Climate Change Seminar at CCC	Dr Bob Watson (World Bank Climate Change Scientist), Dr Rick Pridmore and Paul Hargreaves (NIWA)
Target Zero presentation at General Cable	Launch seminar for their in house TZ programme following on from involvement in a group project last year
Target Zero presentation at The Christchurch Press	Meeting of INL production managers from around New Zealand, presentation by Jim Watt and case study of Target Zero by the Christchurch Press to other group companies.
The Natural Step	Internal Christchurch City Council workshop for staff
Business for Social Responsibility	Presentation to BSR of Target Zero and Christchurch issues
6th Target Zero Workshop Programme	Martin Ward and Greg Brown (EcoSense)- The Press, Carter Holt Harvey Carton, AEP Flexipac, Ravensdown Fertilizer Corporation
Third meeting with the Foundries Group	Fulton Hogan agrees to recycle foundry sand into substrate for roading. Potential to remove 5000 tonnes per annum from the landfill. TZ will monitor results with help from Fulton Hogan.
CCC Environmental Cluster workshop	Organisation and facilitation for the workshop. Goals and objectives to be developed.
Green Office	Site visits to Kenton Chambers, Simon Mortlock Lawyers, Crown Public Health
MfE Waste Minimisation and Management Advisory Panel	Meeting with Hon. Marion Hobbs, Minister for Environment. Much discussion around targets.
Christchurch City Council Zero Waste Group (2 nd meeting)	Arthur Williams, Paul Honeybone and Mollie Anderson with officers (Simon Collin, Eric Park, Graeme King and Jim Watt) to progress the development of targets and dialogue for the future.
ACT Software Training	The Target Zero team has purchased ACT2000 software to manage contacts and measure many of the verifiable indicators (see Attachment 1) for the programme.

Information and Case Studies

- A detailed case study has been prepared for the 2000 Target Zero Workshop programme
- May edition of newsletter circulated to 1600.

Next Events

Major Function for Business Leaders – planned for 31 July at MacPac (details in Attachment 4)

Newsletter Evaluation

A qualitative survey was done to find out the usefulness of the newsletter and generally, there is positive feedback including comment on the valuable and interesting case studies published. The newsletter will be published bimonthly instead of quarterly since its review.

2. Reducing Impacts

Programme for 2000 / 2001 Financial Year

Our list of projects for the current year (2000/01) is shown in Attachment 2. Notable achievements are: -

Foundry Sand Project

- Fulton Hogan, the sand supplier for most foundries in Christchurch, has agreed to take back used sand and recycle it for road substrate. The total sand amounts to about 5000 tonnes per year or 5% of the business waste to landfill. Target Zero will continue to monitor results with Fulton Hogan. This project looks like it will come to a very satisfactory conclusion for all concerned. Everyone will save money (sand supplier and foundry). It makes Zero Waste for the foundries a distinct possibility. One of the foundries has already achieved zero waste for everything other than sand.

6th Workshop Programme

- The sixth target Zero workshop programme has recently commenced with four companies participating – The Press, AEP Flexipac, Carter Holt Harvey and Ravensdown Fertiliser Cooperative Ltd. For this programme, the consultant is trialing a performance based participation fee (ie the amount companies are charged for participating in the programme, depends on the savings identified through waste minimisation).

Construction and Demolition Project (article published in the Mail 16 June 2001)

- The construction project has identified that around 30% of waste from a construction site can be diverted from landfill. This project will be followed up with an investigation into how best to ensure that waste is diverted from all building sites, and secondly to strengthen the infrastructure supporting diversion.

Green Retail Pilot Project

- Companies involved including the likes of The Warehouse, Farmers, The Body Shop, Edward Gibbon, Beggs Music and Cosmic Corner. Two success stories on energy saving through lighting changes are under development. CCC and the Retail Merchants Association of NZ are developing for lighting a new design accreditation scheme. Companies participating in the project have also requested a participation display plaque.

Schools Project with On Energy

- This joint project with On Energy to introduce energy efficiency to Christchurch Schools in the Riccarton / Sockburn area is on hold and awaiting the outcome of discussions regarding the sale of the On Energy South Island client base to Meridian Energy.

Target Zero Workshop Programme

- A recent survey of past participants in the Target Zero workshop programme reinforced the value of this programme to manufacturers. Without exception, participants in the most recent programme rated it as very professional, good value for money, and rewarding for both the participating individuals and the company itself.

Programme for 2001 / 2002 Financial Year

The programme for the 2001 / 2002 financial year will include:

- **Completing projects commenced in the 2000 / 2001 financial year (most projects run for a calendar year as this suits business better than the financial year)**
- **Continuing with Taskforce visits as requested and visits to schools, hospitals, retailers and offices**
- **Continuing to focus on construction waste including identifying drivers for waste minimisation**
- New initiatives will focus on wool and hide processing wastes; large waste producers in the manufacturing sector and silver, mercury and chrome in wastewater and strengthening the waste infrastructure.
- We are pleased with our progress and continue to build the irrefutable evidence that environmental management is good for the bottom line. We have yet to find the "big breakthrough" to convince the multitude of businesses to come to the table. Central Government leadership is clearly needed to back up the local commitment.

3. Shaping Our Future

National Energy Strategy (Legislative Sub-Committee)

The Sub-Committee has presented a response to the Department of Energy and EECA National Energy Strategy. As far as achieving the 20% energy efficiency target from the business community is concerned, the sub-committee has clearly stated that the emphasis within the currently proposed national strategy on education and publications will not work. More direct intervention in the way of regulation and fiscal incentive is needed.

MfE and LGNZ Waste Minimisation and Management Strategy

The MfE waste Minimisation and Management Strategy Advisory Panel has had a similar response from the Draft Strategy as the CCC shift away from the target by 2020 to the goal at an unspecified time of zero waste to landfill. The place for the discussion of targets is clearly at the local level. For this reason the Zero Waste Group's work is timely.

Brisbane Cleaner Production Workshop

Christine Byrch attended the Cleaner Production Roundtable in Brisbane (31 May / 1 June) hosted by the Queensland Environmental Protection Agency. The roundtable was attended by a select group (17 in total) of cleaner production practitioners representing New Zealand and all Australian jurisdictions other than Western Australian and ACT. The purpose of the roundtable was to share resources and information amongst practitioners, and to improve the objectives, focus and quality of reporting on cleaner production under the strategy document prepared by the Australian and New Zealand Environment and Conservation Council (ANZECC). An exciting outcome of the roundtable is that the next meeting will be held in Christchurch in October 2001, in association with the Ministry for the Environment and coinciding with the Waste Management Institute of New Zealand conference.

Zero Waste Group

Target Zero is pleased to be able to contribute to this group. We have made it clear that we believe a zero waste target (set at 95% to allow for the inevitable "unmanageable waste") from the business sector is achievable by 2010. This would entail the source reduction and recycle of around 100,000 tonnes of waste per year. The value of which as a business "input" cost is over \$150 million per year. Reducing it to 95% would save the business sector at least \$50 million per year or put another way, over \$300 per employee per year.

The key barrier to progress is our ability to bypass the "gut reaction" and cry of "impossible" from the business community. We would have to mount a serious campaign to counter this and will need all the help we can get from the businesses who have already done it. Because some can already prove the practicality of a zero waste target we are in a reasonable position to counter.

Business Leaders from CECC

With CECC, we have formed a Reference Group of five CEOs who will help us to obtain a greater commitment from the business community and to shape our offerings to suit them. The first meeting was held on the 20 April 2001 at which the range of offerings currently available to the business community in Christchurch was very briefly presented. The list is shown in Attachment 3. The next meeting is intended to design the next steps.

CONCLUSION

The business community accounts for about:

- About half of the waste to landfill or 100,000 tonnes per year
- 100% of construction waste to cleanfills, very roughly estimated at 500,000 tonnes per year
- 40% of energy consumed worth \$260 million per year and carbon dioxide emitted of 600,000 tonnes per year

Target Zero continues to successfully raise awareness of the environmental issues within the business sector and to develop the market for the environmental technology and services sector (the people who supply the money saving solutions).

We need to increase our audience and recommend to the City Services Committee the challenge of zero waste to landfill from the business sector by 2010.

Chairman's

Recommendation: That the information be received.