

## 11. WASTER PAYS REFUSE BAG EDUCATION

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The purpose of this report is to inform the Committee of the communications plan for the waster pays campaign.

### BACKGROUND

The concept of a domestic waste collection system for residual waste based on the principle that those who generate waste should pay directly for its disposal, was a key strategy in the 1998 Solid and Hazardous Waste Management Plan. This principle was pursued with the introduction of a proposal to reduce the number of rates-funded rubbish bags as part of the 2002/03 annual plan process. The public was formally consulted on the issue of user-pays kerbside rubbish collections between November 2002 and May 2003 both through the solicitation of comments on the draft 2002 Solid and Hazardous Waste Management Plan and the Waster Pays initiative directly, through the annual plan process.

In July 2003, the Council voted to reduce the number of rates-funded rubbish bags from 52 to 26 effective from May 2004.

### WASTEWISE CAMPAIGN

The 'waster pays' education campaign, which has been named the 'WasteWise' campaign, will inform the public of the reduction of rates-funded bags and promote waste reduction. The communications plan for the 'WasteWise' campaign has three key components:

- What - the reduction in rates-funded rubbish bags,
- Why - why we're moving towards a user-pays approach, and
- How - how people can reduce their wastes.

The campaign is intended to reinforce earlier communications that the number of rates-funded rubbish bags will be reduced from 52 to 26 beginning in May 2004. The advertising campaign will also reinforce the reasons for moving to the reduced number of rates-funded rubbish bags along the following themes:

- A recent study has shown that a significant proportion of the wastes put into black bags is still recyclable paper. Under a user-pays approach, people will be encouraged to reduce their rubbish through recycling, composting and shopping wisely.
- Moving to a user-pays approach will help to move Christchurch closer to being a more sustainable city.
- A user-pays approach rewards people for their waste reduction efforts by saving them money, since fewer bags used means less spent on extra rubbish bags. In addition the reductions in wastes that end up in the landfill will help to defer the need for yet another new landfill (ie after Kate Valley).
- Each year 228,000 tonnes of materials end up in the landfill from Christchurch, or an average of more than half a tonne per person in Christchurch. A user-pays approach helps to promote individual responsibility for the wastes produced.

The advertising campaign will be focused on encouraging people to adopt methods of waste reduction that work for them, such as increasing the amount they put out for recycling each week with the addition of a free second recycling crate, composting organic waste at home, taking greenwaste to the refuse station for shredding and compost manufacture, utilising a commercial greenwaste-only collection service, bringing their unwanted household items to the refuse stations, and taking their household hazardous wastes to the refuse station.

The 'WasteWise' campaign began in November 2003 with composting and other waste reduction methods being promoted in a hands-on informational and demonstration presentation at the Riccarton Sunday Market. Market attendance averaged 10,000 people at each of the five Sundays in November 2003 when the waste reduction presentations were held (ie: what/why/how).

The bulk of the 'WasteWise' campaign will begin in early 2004 and will include the three key components (ie: what/why/how) described above. In addition, the advertising campaign will be able to draw upon interest generated by the kerbside recycling gold crate promotional campaign, which will also begin in early 2004. A summary of the campaign is shown in the table below.

	<b>Dates</b>	<b>Activities</b>
1.	Mid-February through early April 2004	'WasteWise' campaign, phase one
2.	Late April through early May 2004  (timed to coincide with the first 26 bag refuse bag coupon mailout).	Refuse bag coupon advertising with 26 bags reminder
3.	Late May through June 2004	'WasteWise' campaign, phase one
4.	September-October 2004	Reminder campaign

**Chairman's**

**Recommendation:** That the Committee receive the information