

#### 4. PROPOSED REGIONAL WASTE MINIMISATION PROJECTS 2010/2011

<b>General Manager responsible:</b>	General Manager, City Environment, DDI 941-8608
<b>Officer responsible:</b>	Water and Waste Manager
<b>Author:</b>	Zefanja Potgieter, Senior Resource Planner

##### PURPOSE OF REPORT

1. To propose regional waste minimisation projects for 2009/10.

##### BACKGROUND

2. The following projects are proposed for consideration by the Committee, amounting to \$144,368 out of a potential \$150,000.

Project	Service Provider / Project Manager	Budget \$
Compost product development (third year of a three year project)	Crop and Food Research	30,000
Business resource efficiency	Target Sustainability	39,300
Promoting sustainable procurement options to member councils by way of workshops	None	500
E-Scrap recycling	Staff	18,300
Zero Waste Event Policy	Staff	3,000
Raising waste-awareness in the community – cinema advertisements	Staff	15,000
Template for territorial authority waste minimisation web pages ("E-Book")	Staff	20,000
On-the-road-recycling	Staff	18,268
<b>TOTAL</b>		<b>144,368</b>

##### Compost Product Development

4. It is proposed that the Committee complete its three year commitment to this project into its third year, and authorise \$30,000 toward that.

##### Business Resource Efficiency

5. Resource Efficiency Programme for a total of seven new Canterbury business members. These business members are to be recruited from the Timaru, Waimate and possibly other districts.
6. Complete resource efficiency programme with three current Canterbury business member sites. These business sites include Design line in the Selwyn District and two Continental Catering sites in the Waimakariri District.

##### Promoting sustainable procurement options to member councils by way of a staff workshop

7. This workshop is now planned for the 2010/11 year.

8. E-Scrap recycling

Project	E-SCRAP RECYCLING																			
Total Cost	Year 1 \$18,300 Year 2 \$47,500 ( to be confirmed for that year)																			
Time Frame	Two year project.																			
Region	Year 1 – Trial in the Timaru district Year 2 – Canterbury-wide rollout																			
Supervisor	Briony Woodnorth, Timaru District Council																			
Outline	<p>Metalcorp, a scrap metal business in Christchurch, is establishing procedures for handling e-waste (preferably known as e-scrap, i.e. unwanted computers, laptops, batteries, in fact, anything with an electrical cord). They see a market for e-scrap as a commodity and Metalcorp will act as the recycler to process the e-scrap domestically.</p> <p>Nationally, scrap metal dealers will act as collectors and there is potential for councils to act as sub-collectors, providing a framework for people to deliver e-scrap to transfer stations.</p> <p>Timaru District Council proposes establishing a trial at its transfer stations working with a local scrap metal dealer and with Metalcorp to establish best practice for collecting and advertising of this programme.</p> <p>After evaluation, this trial and the infrastructure and advertising could be rolled out across Canterbury.</p>																			
Benefits	<p>This system of collecting e-scrap offers a permanent service to ratepayers to get rid of unwanted computers, laptops, batteries, in fact, anything with an electrical cord. A transfer station is open all year instead of having to wait for one E-day in the year to get rid of e-waste.</p> <p>Working through an established scrap metal dealer offers 99.9% recovery as the computer is fully broken down into its various components and sold as scrap. Local processing expands the local economy by adding value and providing jobs.</p> <p>In the long term, there will be a value to be returned to the sub-collectors and collectors as running the system in this way places a value on the e-scrap as a commodity.</p> <p>Transfer stations offer a wide network of collection points to facilitate the best return of e-scrap.</p>																			
Deliverables	Collection system trial Advertising templates -media releases, posters, radio and cinema advertising																			
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Year 2- estimates																				

9. Zero Waste Event Policy

<b>Project</b>	ZERO WASTE EVENT POLICY
<b>Total Cost</b>	\$3,000.00
<b>Time Frame</b>	From September 2010 to June 2011
<b>Supervisor</b>	Briony Woodnorth, Timaru District Council
<b>Region</b>	Available for all councils to access
<b>Outline</b>	<p>The purpose of this project is to provide councils with a standardised policy for outlining requirements for zero waste events, taking into account existing policies.</p> <p>Councils offer a lot of support for events. The focus of the policy is to place the organisation of the waste management on the event organiser and make it a compulsory requirement for a council supported event, thereby ensuring proper recycling support services are provided.</p>
<b>Benefits</b>	<p>Increase public use of zero waste event recycling</p> <p>Promote waste minimisation at events by diverting recycling and organics</p> <p>Moving the responsibility for waste management from council to event organisers.</p>
<b>Costs Breakdown</b>	This event will mainly be managed in-house. The \$3,000.00 allows for some consultant's time as required.

10. Raising awareness in the community

<b>Project</b>	RAISING WASTE-AWARENESS IN CINEMAS
<b>Total Cost</b>	\$15,000
<b>Time Frame</b>	September 2010 to June 2011
<b>Supervisor</b>	Ruth Clarke, Timaru District Council
<b>Outline</b>	<p><i>Screen Vista</i> is a company offering cinema advertising. This offers an opportunity to market waste minimisation to a captive audience at the movies. The aim is to provide some messages with themes common to councils across Canterbury, for example "Let's Recycle", "Let's Compost", "Don't burn Treated Timber".</p>
<b>Benefits</b>	<p>This advertising can use graphic and animation to enhance the message and appeal to movie goers. The message may reach a different audience to that of other mediums such as newspaper or radio.</p> <p>Generic messages can be screened across all of Canterbury increasing public awareness.</p>
<b>Costs Breakdown</b>	<p>Estimate for 1 commercial running for 13 weeks on 13 screens, giving a total of 326 spots per week.</p> <p>Detailed costs to be presented at meeting</p>

# 11. Template for territorial authority waste minimisation web pages ("E-Book")

<b>Project</b>	TEMPLATE FOR TERRITORIAL AUTHORITY WASTE MINIMISATION WEB PAGES ("E-BOOK")
<b>Total Cost</b>	\$20,000.00
<b>Time Frame</b>	September 2010 to June 2011
<b>Supervisor</b>	Ruth Clarke and Briony Woodnorth, Timaru District Council
<b>Region</b>	All CWJC councils
<b>Outline</b>	<p>Each of the 9 local governments in Canterbury provides a wealth of information online in the waste field. We all supply more or less the same information, to a greater or lesser degree. The aim of this project is to provide a standardised template for councils to present their waste management information and to simplify access.</p> <p>Each Council's specific information such as fees and charges, transfer opening hours and what goes in their recycling bins would be hosted on their own websites with a link from the e-book. However, all other generic information would be hosted in a standard format on the world wide web by Geon Print. This includes information such as what happens to your paper and your aluminium cans, why recycle, zero waste, worm farming, composting, waste reduction, links to other site, application form for Paint-wise, hazardous waste, etc.</p>
<b>Benefits</b>	<p>Ease of access to information about waste that is relevant to the entire district, instead of searching each Council's website.</p> <p>A brief survey of the 9 Councils shows real gaps in information provided to communities. This project would consolidate and update all information.</p> <p>A large range of generic information can be presented in an attractive on-line format. This saves duplication of effort to produce similar information, has a one-off set up cost, and would mean we are all 'reading from the same page', as it were. The 'book' can be expanded as required.</p> <p>The only pages each Council would be responsible for updating would be the ones relevant to each district (fees, charges, opening hours etc), and as this is already done annually, it would require no extra work.</p> <p>Video links can also be added along with graphics and animation to enhance information.</p> <p>Could also be an educational tool for schools?</p> <p>It can link to a range of websites offering more detailed information.</p>
<b>Deliverables</b>	An on-line 'book' all councils can place on their website for waste management information.
<b>Costs Breakdown</b>	To be presented at the meeting

12. On the road recycling

Project	ON THE ROAD RECYCLING (OTRR) – SOUTH ISLAND ROLLOUT															
Total Cost	\$18,268															
Time Frame	Summer 2011 – establish and support drop off points for each region, update and distribute materials (posters, fliers, maps), advertising in local publications, OTRR website updated and links set up to Canterbury sites.  Summer 2012 – local networks set up (tourism, council and waste management), advertising in key visitor guides, moving scheme to user pays with bags in campervans.															
Supervisor	Sophie Ward, Wanaka Wastebusters and Ruth Clarke, Timaru District Council															
Region	Already in place in Otago.  Canterbury covering the following district councils; Kaikoura, Hurunui, Waimakariri, Christchurch City, Selwyn, Ashburton, Timaru, Waimate and Mackenzie. Canterbury is the key being the tourism gateway the South Island.  Other South Island areas being approached independently.															
Outline	This project will set up a system of drop-off points and provide information to travellers to access facilities for recycling while travelling.															
Benefits	<ul style="list-style-type: none"><li>• Reinforcement of New Zealand's commitment to sustainable resource use through the visitor experience of participating in recycling.</li><li>• Support for the '100% Pure' brand – travellers' practical experience backs up the marketing and their expectations are met.</li><li>• Litter reduction – recyclables and rubbish more likely to be disposed of appropriately.</li><li>• Creates a comprehensive network of recycling drop off points across the region.</li><li>• Cost recovery – recyclers receive some revenue through the user pays bag system to help cover the cost of handling the material</li></ul>															
Deliverables	<ul style="list-style-type: none"><li>• Fliers, posters, stickers, map of drop-off locations, fact sheets for staff and training</li><li>• Adverts for local media timed for seasonal peaks</li><li>• Clearly defined network of drop off locations (may include transfer stations, in town sites, holiday parks and accommodation outlets)</li><li>• OTRR website linked in with key tourism and waste information sites</li><li>• Communications and media plan (leveraging relationships with stakeholders e.g. AA</li></ul>															
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**Waste Exchange funding**

13. Environment Canterbury has announced that it won't be funding waste exchanges from July 2010 onwards. This may affect the viability of such schemes in some committee member areas. A discussion paper will be prepared for consideration at a future meeting.

**Summary**

14. The projects cover a wide variety of projects to be considered at the 9 August meeting.

**STAFF RECOMMENDATION**

That the Committee consider these project for approval.