

5. REGIONAL WASTE MINIMISATION PROJECTS 2010/2011 UPDATE

General Manager responsible:	Jane Parfitt, General Manager, City Environment, DDI 941-8608
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PURPOSE OF REPORT

- To provide an update on the projects approved on 9 August 2010.

BACKGROUND

- The following projects were approved by the Committee:

Project	Service Provider	Budget \$	Approved by committee	Comment
Compost product development (year four of a five year project)	Crop and Food Research	30,000	30,000	Staff will report verbally at the meeting
Business resource efficiency	Target Sustainability	39,300	39,300	Staff will report verbally at the meeting
Promoting sustainable procurement options to member councils by way of workshops	Tony Moore - CCC	500	500	Scheduled for March/April 2011
E-Scrap recycling	Timaru District Council	18,300	18,300	Staff/consultants will report verbally at the meeting
Zero Waste Event Policy	Timaru District Council	3,000	Held over to next meeting	Staff/consultants will report verbally at the February meeting
Raising waste-awareness in the community – cinema advertisements	Timaru District Council	15,000	\$1,500	Staff/consultants will provide more information at the February meeting
Template for territorial authority waste minimisation web pages (“E-Book”)	Timaru District Council	20,000	\$5,000	Staff/consultants will provide more information at the February meeting
On-the-road-recycling	Timaru District Council	18,268	18,268	Staff and consultants will report verbally at the meeting.
TOTAL		144,368		

- As there are new members to the Committee, the descriptions of the different projects (which were originally part of the August 2010 report) are repeated below in italics, where considered useful, and if required staff will verbally add further information.

Compost Product Development

- The Committee will complete its three year commitment to this project into its third year, and has authorised \$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 existing resource efficiency programmes 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.

E-Scrap Recycling

Project	<i>E-SCRAP RECYCLING</i>
Total Cost	Year 1 \$18,300 Year 2 \$47,500 (to be confirmed for that year)
Time Frame	<i>Two year project.</i>
Region	Year 1 – <i>Trial in the Timaru district</i> Year 2 – <i>Canterbury-wide rollout</i>
Supervisor	<i>Briony Woodnorth, Timaru District Council</i>
Outline	<p><i>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. (refer Attachment 1).</i></p> <p><i>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.</i></p> <p><i>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.</i></p> <p><i>After evaluation, this trial and the infrastructure and advertising could be rolled out across Canterbury.</i></p> <p>Since approval of this project in August 2010, the Ministry for the Environment announced a new countrywide e-waste pilot project funded by the Waste Minimisation Fund, to be provided by the RCN/CRN partnership. This new information was evaluated by staff to determine whether it impacts on the Metalcorp proposal already approved by the Committee. The outcome of the evaluation was to recommend that the Committee proceeds with the already approved Metalcorp proposal, and the reasons can be discussed at the February meeting.</p>

<p>Benefits</p>	<p><i>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.</i></p> <p><i>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.</i></p> <p><i>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.</i></p> <p><i>Transfer stations offer a wide network of collection points to facilitate the best return of e-scrap.</i></p>																
<p>Deliverables</p>	<p><i>Collection system trial</i></p> <p><i>Advertising templates</i></p> <p><i>-media releases, posters, radio and cinema advertising</i></p>																
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Zero Waste Event Policy

Project	ZERO WASTE EVENT POLICY
Total Cost	\$3,000.00. (Funding held over to February meeting).
Time Frame	From September 2010 to June 2011
Supervisor	Briony Woodnorth, Timaru District Council
Region	Available for all councils to access
Outline	The purpose of this project is to provide councils with a standardised policy for outlining requirements for zero waste events. 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.
Benefits	Increase public use of zero waste event recycling Promote waste minimisation at events by diverting recycling and organics Moving the responsibility for waste management from council to event organisers.
Costs Breakdown	This event will mainly be managed in-house. The \$3,000.00 allows for some consultant's time as required.

Raising awareness in the community

Project	Raising waste-awareness in cinemas
Total Cost	\$15,000. (\$1,500 approved).
Time Frame	September 2010 to June 2011
Supervisor	Ruth Clarke, Timaru District Council
Outline	Screen Vista 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".
Benefits	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. Generic messages can be screened across all of Canterbury increasing public awareness.
Costs Breakdown	Estimate for 1 commercial running for 13 weeks on 13 screens, giving a total of 326 spots per week. Detailed costs to be presented at meeting

Template for territorial authority waste minimisation web pages (“E-Book”)

Project	<i>Template for territorial authority waste minimisation web pages (“E-Book”)</i>
Total Cost	<i>\$20,000.00. (\$5,000 approved).</i>
Time Frame	<i>September 2010 to June 2011</i>
Supervisor	<i>Ruth Clarke and Briony Woodnorth, Timaru District Council</i>
Region	<i>All CWJC councils</i>
Outline	<p><i>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.</i></p> <p><i>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.</i></p>
Benefits	<p><i>Ease of access to information about waste that is relevant to the entire district, instead of searching each Council’s website.</i></p> <p><i>A brief survey of the 9 Councils shows real gaps in information provided to communities. This project would consolidate and update all information. 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.</i></p> <p><i>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.</i></p> <p><i>Video links can also be added along with graphics and animation to enhance information.</i></p> <p><i>Could also be an educational tool for schools? It can link to a range of websites offering more detailed information.</i></p>
Deliverables	<i>An on-line ‘book’ all councils can place on their website for waste management information.</i>
Costs Breakdown	<i>To be presented at the meeting</i>

On the Road Recycling

Project	<i>On The Road Recycling (OTRR) – South Island Rollout</i>															
Total Cost	\$18,268															
Time Frame	<p><i>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.</i></p> <p><i>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.</i></p>															
Supervisor	<i>Sophie Ward, Wanaka Wastebusters and Ruth Clarke, Timaru District Council</i>															
Region	<p><i>Already in place in Otago.</i></p> <p><i>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.</i></p> <p><i>Other South Island areas being approached independently.</i></p>															
Outline	<i>This project will set up a system of drop-off points and provide information to travellers to access facilities for recycling while travelling.</i>															
Benefits	<ul style="list-style-type: none"> • <i>Reinforcement of New Zealand's commitment to sustainable resource use through the visitor experience of participating in recycling.</i> • <i>Support for the '100% Pure' brand – travellers' practical experience backs up the marketing and their expectations are met.</i> • <i>Litter reduction – recyclables and rubbish more likely to be disposed of appropriately.</i> • <i>Creates a comprehensive network of recycling drop off points across the region.</i> • <i>Cost recovery – recyclers receive some revenue through the user pays bag system to help cover the cost of handling the material.</i> 															
Deliverables	<ul style="list-style-type: none"> • <i>Fliers, posters, stickers, map of drop-off locations, fact sheets for staff and training</i> • <i>Adverts for local media timed for seasonal peaks</i> • <i>Clearly defined network of drop off locations (may include transfer stations, in town sites, holiday parks and accommodation outlets)</i> • <i>OTRR website linked in with key tourism and waste information sites</i> • <i>Communications and media plan (leveraging relationships with stakeholders e.g. AA)</i> 															
Costs Breakdown	<p><i>(high level estimates)</i></p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;"><i>Project management and coordination</i></td> <td style="text-align: right;"><i>\$5,000</i></td> </tr> <tr> <td><i>Media and communication liaison</i></td> <td style="text-align: right;"><i>\$2,700</i></td> </tr> <tr> <td><i>Travel and Accommodation</i></td> <td style="text-align: right;"><i>\$1,918</i></td> </tr> <tr> <td><i>Advertising</i></td> <td style="text-align: right;"><i>\$5,200</i></td> </tr> <tr> <td><i>Graphic and web design</i></td> <td style="text-align: right;"><i>\$2,100</i></td> </tr> <tr> <td><i>Printing promotional materials</i></td> <td style="text-align: right;"><i>\$1,350</i></td> </tr> <tr> <td><i>Total</i></td> <td style="text-align: right;"><i>\$18,268</i></td> </tr> </table>		<i>Project management and coordination</i>	<i>\$5,000</i>	<i>Media and communication liaison</i>	<i>\$2,700</i>	<i>Travel and Accommodation</i>	<i>\$1,918</i>	<i>Advertising</i>	<i>\$5,200</i>	<i>Graphic and web design</i>	<i>\$2,100</i>	<i>Printing promotional materials</i>	<i>\$1,350</i>	<i>Total</i>	<i>\$18,268</i>
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RECOMMENDATION

That the information be received.