

The Wrap Up

PROMOTING THE SOFT PLASTICS CIRCULAR ECONOMY recycling.kiwi.nz

LET'S GET PEOPLE RECYCLING!

It's been a busy start to 2024 with plans well underway for soft plastic recycling collections at stores in Whanganui in March and Invercargill in April. This will mean more than 87% of New Zealanders will have access to a soft plastic recycling bin within 20km of their home or work.

Many members use the "Recycle at Store" or ARL's "Return to Store" or "Check Locally" logos on pack to let consumers know what to do with their soft plastics. This is important with the recent changes to kerbside collections where only rigid PET; HDPE or PP packaging will be collected from households. While councils have not collected soft plastic at kerbside, recent communications advising what can be recycled at kerbside has inevitably led to some consumer confusion about whether they can still drop off their soft plastic for recycling.

Reinforcing the message on pack helps drive awareness.

This year we are ramping up our communications and marketing, working with members to bring soft plastic recycling to events which they are sponsoring or hosting, and working with councils and our regional partners to encourage more people to "get recycling".

Last year New Zealanders dropped off 705 tonnes of soft plastic for recycling into posts and building materials. That's around 700 million individual bags or wrappers turned into over 65,000 posts. On average, where drop off facilities are available, 202 grams of soft plastic is recycled per person, or the equivalent to one chip packet or bread bag, every other week. In reality it's the passionate minority who make the effort to recycle their soft plastics. We also know from our research that some regions are better recyclers than others; and, so are very keen to get more Kiwis across the regions to collect, and drop off their soft plastic for recycling.

Cantabrians and Wellingtonians recycle double the amount of soft plastic per capita than Aucklanders.

This year our focus is not just on expanding the regional network but getting more people to use our existing network, and partnering with a couple of willing councils to trial kerbside collections which are proving successful in the UK and elsewhere.

Ngā mihi nui

Lyn



Soft plastic recycling at The Weet-Bix TRYathlon in Hastings with the support of a grant from The Packaging Forum



MEMBER UPDATE

In just three years, our membership doubled from 100 to 200. Next milestone will be 250...let's get there this year!

It's not just brand owners, packaging manufacturers and retailers that belong to the Scheme. Our members include banks, health authorities, property companies and retirement villages that all invest in the Scheme to provide soft plastic collections for their staff, customers, or residents. If you are interested in having your own soft plastic collection service, get in touch for more information. Members that have a bin on their premises frequently comment on how popular it is with their staff, not just for the convenience, but in knowing that they're supporting a Scheme that is actively diverting soft plastic from landfill, and increasing recycling rates.

NAU MAI TO
OUR NEWEST
MEMBERS



ASURE QUALITY
ENDEAVOUR CONSUMER
HAVANA COFFEE
INCAFE
L'OREAL
MASTERPET
MIDLANDS
PERFETTI

More bins in more communities recycling more plastic

Fresh Choice Tākaka

Thanks to the team at Fresh Choice, Tasman District Council and Enviro NZ, we found a way to bring soft plastic recycling to Golden Bay.

Bringing soft plastic to Whanganui

We are very excited to bring soft plastic recycling to Whanganui from 4 March. The Whanganui Resource Recovery Centre (WRRC) is a one-stop shop for resource recovery and waste minimisation, and is contracted by Whanganui District Council for their recycling. WRRC will collect bags of soft plastic from participating stores and bale it ready for onward transport to our processors. This partnership with councils and their recyclers is a great way to expand soft plastic collection services.

Collection bins will be available at Countdown Victoria Street and Countdown and The Warehouse stores in the Trafalgar Square Shopping Centre.

Starting collections in Invercargill

Collections will also start in Invercargill from April through a partnership with [Recycle South](#). Recycle South is founded on the

belief that everybody deserves to have equal opportunity and strives to enrich the lives of people with disabilities by providing meaningful employment and personal development opportunities through operating a successful and environmentally aware business.

Many of our collection services are in partnership with social enterprises. We are proud to work with Abilities in Auckland and Hamilton; Earthlink in Wellington and surrounding areas and Kilmarnock in Christchurch so we are delighted to add Recycle South to our network.

Recycling bins will be at: Countdown Tay Street Invercargill and Countdown Waikiwi Cnr North Road and Durham Street; The Warehouse Leven Street.

Recycle South is contracted by Invercargill Council to process recycling from kerbside collections and they also provide recycling services for agricultural bale wrap having invested in a recycling plant to wash and pelletise polyethylene which is sent overseas for remanufacturing.

If you are interested in a local Southland recycling solution for your back of house clear polyethylene get in contact with Scott Purdue scott@recyclesouth.org.nz.



Rob Langford, CEO The Packaging Forum briefing delegates on extended producer responsibility at the Bluegreen's Forum at the Tahuaroa Function Centre, Waitangi Treaty Grounds. Rob took along a Future Post rail and a saveBOARD sample to showcase the Soft Plastic Recycling Scheme.

PROMOTING SOFT PLASTICS - IN THE NEWS

Rob Langford, CEO The Packaging Forum was interviewed by Kerre Woodham on Newstalk ZB to talk about the new kerbside recycling policy and in the interview spoke to the popularity and success of soft plastic recycling.

[More here](#)

Lyn was interviewed by the Otago Daily Times to give an update on how soft plastic recycling is going in Central Otago.



MEMBER PROMOTIONS - THANK YOU!

Arnotts featured in Supermarket News with a relaunch of its Snack Right range and promoted its membership of the Soft Plastic Recycling Scheme!

Broken Heart Spirits has introduced soft plastic recyclable refill pouches for their spirits. Customers keep their Broken Heart bottle and purchase a Broken Heart refill pouch containing their spirit of choice. The empty pouches can then be returned to any Soft Plastic Recycling Scheme, or direct to the Broken Heart Spirits distillery.

RECYCLING SOLUTIONS FROM AROUND THE WORLD



UK trials of kerbside collections are popular and proving successful!

The Flexible Plastic Fund (FPF) FlexCollect project is now halfway through and has released an interim report authored by project delivery managers SUEZ recycling and recovery UK. The report showcases the early findings from the seven local authorities currently running pilots covering nearly 30,000 households from across the UK. This report provides encouraging insights at this half-way stage which will help local authorities, packaging producers, the plastic industry, policy makers and the waste and resource management industry prepare for UK-wide collections in just over three years. In March 2027, kerbside collection of flexible plastic packaging for recycling will be mandatory in England under revised EPR regulations and the Simpler Recycling reforms, and similar proposals have been made for the Devolved Administrations.

Are you one of our 12k+ Facebook followers?

If not, head on over and like the Love NZ Soft Plastics Recycling Facebook page and keep up to date with everything happening in the soft plastic space as well as promoting your support!

facebook.com/softplasticrecycling

FACEBOOK COMMENTS (WE DO READ THEM!)

Hello, do you accept toothpaste tubes - the type that you can tightly roll up to squeeze every last bit out? (Cleaned out and dry, with caps removed, of course). I expect you probably don't but I thought I'd check before throwing in landfill waste. Thank you!

Yes we do....!

Hi, any updates on soft plastic recycling in Southland? I've been saving all my plastic in the hopes that it can be recycling one day!

We are making plans for Invercargill - watch this space!

FROM OUR PROCESSING PARTNERS

LEADING THE WAY TO A CIRCULAR ECONOMY FOR PLASTIC

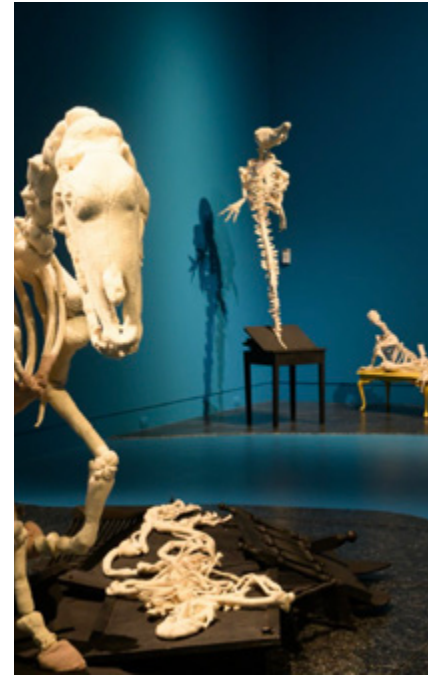


Future Post

The Future Post team enjoyed a fabulous week at the Southern Field Days in Gore.

Saint Clair Family Estate installed Future Posts for their new vineyard blocks in Marlborough in November and they are looking great. Soft plastic collected from stores in Blenheim, Nelson, Richmond, Stoke, Motueka and Golden Bay is recycled into posts and used in the region's vineyards.

Future Post is exporting to Tahiti. Growers wanting CCA free post alternatives that can cope with the tropical conditions are adopting recycled Future Posts. Here we have an installation going into a passion fruit orchard. Exciting to see New Zealand made, 100% recycled products - that we've all participated in producing - going global!



saveBOARD

The Dowse Art Museum is currently using saveBOARD in one of their exhibitions – Good Bones: Michele Beevors. They chose saveBOARD because of the immense islands of garbage floating in the ocean and to highlight our throwaway society. It's always great to see finished projects, however it all starts with collecting waste materials, making them into products for sale and to use. To complete the circle, we need someone to buy our products otherwise it all falls over. For every 1kg of waste we collect, we make 1kg of finished product. That's how a circular economy works....

If you are in the Wellington region, go check it out until the 28 April 2024

[Find out more](#)

“ Just wanted to say how much I appreciate your service. I am consciously recycling wherever I can but soft plastics was always an issue. Not only do I have peace of mind it is going toward recycling now, this has immensely decreased the volume of general waste from my house - to the point I have nearly no domestic general waste anymore. Anthony Archer, Whangamata