

The Wrap Up

PROMOTING THE SOFT PLASTICS CIRCULAR ECONOMY
RECYCLING.KIWI.NZ

Navigating challenging times

Well, the last two months have certainly been challenging. We restarted soft plastic collections in regions which are again at Level 2; however, this has meant that Aucklanders, in particular, have been without a drop off service since the lockdown began on 18 August.

We took the decision to remove the collection bins from stores during Alert Level 4 and 3 so stores could focus on providing essential services to their communities. As regions moved to Level 2, collection bins have returned to the store-front, and we have seen a surge in volumes.

Auckland (and parts of the Upper North Island) may have been doing the heavy lifting for New Zealand through lockdown, but the rest of the country has stepped up to supply Future Post with soft plastic. Our collectors Earthlink in

Lower Hutt; 3R in Hawke's Bay and Kilmarnock in Christchurch have reported much higher volumes.

We know that people are storing their soft plastic at home in anticipation of the resumption of the collection service; but we ask that people only gather soft plastic from dry goods (not bags which contain food or liquid) at this time, in order to prevent mould and contamination. When recycling starts up again in earnest, we want to avoid the stores being overwhelmed with plastic.

We have also continued to work on finding new logistics solutions so we can expand the collection service to new regions. We are happy to say that a new collection service will commence in Paeroa from next month thanks to AgriSea NZ which will collect from store, and then bale and transport up to Future

Post; and, we will also be starting store collections in Oamaru thanks to The Waitaki Resource Trust.

We have more exciting plans for 2022 which will provide access to more and more New Zealanders.

In November Soft Plastic Recycling turns six years old! Since we started, we have collected more than 200 million bags and wrappers, and for the last three years everything we have collected has been recycled here in New Zealand. We are very proud of the role we play in driving New Zealand's circular economy, and in diverting soft plastic waste from landfill

We'd also like to say 'congratulations' to Liz Kasell and the team at REDcycle who have reached a decade of soft plastic recycling in Australia. It's great to see our two countries leading the way in terms of soft plastic recycling.

Ngā mihi nui



SOFT PLASTIC RECYCLING

73% of people will have access to collection services



We are rapt to announce that soft plastic recycling will be...

...RETURNING TO PAEROA

Just off of Paeroa's main state highway, in the old Silver Fern factory, you will find yet another of New Zealand's incredible innovative, sustainable businesses. Agrisea (agrisea.co.nz) supplies products made organically from a species of New Zealand seaweed to the dairy, horticulture, apiculture and viticulture industries. It's a family business, and managing director Tane Bradley approached us to see how Agrisea could help bring soft plastic recycling back to Paeroa. Countdown Paeroa store manager Alice Davidson jumped at the offer.

...RETURNING TO OAMARU

The Waitaki Resource Recovery Park (WRRP) is a community-owned enterprise which provides recycling, repurposing and waste disposal services to the Oamaru community. The WRRP will start collecting from local stores, and then bale the plastic before being transported to Christchurch where it will then "join up" with Christchurch collections to be put on the Nature's Fresh trucks and backhauled to Auckland.

...RETURNING TO COUNTDOWN AMBERLEY

The soft plastic collection bin will be back in Countdown Amberley thanks to a backhauling arrangement by Countdown.

GOVERNMENT POLICY ON PLASTIC PACKAGING

New report finds that every New Zealander sends at least 60 kilograms of plastic to landfill each year.

The government has released its National Plastics Action Plan which builds on the recommendations of the office of the Prime Minister's Chief Science Advisor in the Rethinking Plastics in Aotearoa report in 2019.

bit.ly/TWU1021-1

The Waste Reduction work programme has also been released with the aim to reduce waste as part of a transition to a low carbon circular economy.

bit.ly/TWU1021-2. This work includes standardisation of kerbside collections with consultation either for later this year or early 2022.

PLASTICS INNOVATION FUND

The government's new Plastics Innovation Fund is targeted at projects that:

- minimise plastic waste
- support circular solutions
- protect the environment from harm
- support the reduction of imported plastic
- improve the behaviour of people and businesses (up the waste hierarchy)

The first funding round opens on 1 November 2021 calls for feasibility studies, and research and development projects. These will be prioritised. However, any project type can apply.

Check out bit.ly/TWU1021-3

A consultation document **Te kawē i te haepapa para - Taking responsibility for our waste**, has been released by the Ministry for the Environment. bit.ly/TWU1021-8 Join us for a members only webinar on 1 November at 10am. Register here bit.ly/TWU1021-9



NEW ZEALAND'S DATA CHALLENGE - UNDERSTANDING OUR PLASTIC CONSUMPTION

We need your help! Please complete the Plastic Consumption survey before 5 November

One of the key requirements of the Plastics Action Plan is to improve plastics data collection. In 2020 the Soft Plastic Recycling Scheme supported the Food & Grocery Council's plastic packaging survey, and over 110 companies across both organisations submitted their tonnages by resin type. Based on an assessment of the size of the food and grocery industry, it is estimated that this represents around 60% of the total market and that the total industry uses around 94,300 tonnes of plastic annually. Around 4% of this tonnage will be phased out (PVC and polystyrene) under the single-use plastic ban legislation.

The 2021 survey is now underway (closes 5 November) with Retail NZ joining the partnership this year. Please do complete this questionnaire so that we have robust data to inform the design of a plastic packaging product stewardship scheme. This survey is conducted independently by Dynata. bit.ly/TWU1021-4

WEBINAR SERIES

AUSTRALASIAN RECYCLING LABEL (ARL) IN NEW ZEALAND

2 NOVEMBER | 2-3PM (NZDT)

Another key part of the Plastics Action Plan is consistent labelling. The Packaging Forum and the Soft Plastic Recycling Scheme are part of a cross-industry working group with the Food & Grocery Council, Retail NZ among others, which is working to embed the ARL in New Zealand.

Join APCO and our New Zealand industry partners to discuss the practicalities of using the ARL in New Zealand, and how industry can get involved.

REGISTRATION INFORMATION bit.ly/REG021121

Join our webinar

The Australasian Recycling Label in New Zealand

Register | <https://apco.org.au/events>
Tuesday, 2 November | 2pm - 3pm NZDT, 12pm - 1pm AEDT

Hear from the New Zealand Food and Grocery Council, the Australian Packaging Covenant Organisation, and the Ministry for the Environment, on a harmonised recycling label for ANZ.

APCO

NEW ZEALAND food & grocery COUNCIL

GS1: ADOPTING SUSTAINABLE PACKAGING

An industry working group involving both supermarkets was set up in 2020 to look at solutions for how packaging information could be consistently identified and collected. Together, it was agreed that GS1 New Zealand's National Product Catalogue (NPC) is the best repository to store/share this product packaging information to aid the industry in reporting sustainability improvements.

In September, GS1 hosted a webinar involving Soft Plastic Recycling Scheme manager, Lyn Mayes, which discussed the coming changes in how the industry reports packaging information. If you missed the webinar, you can watch it here: [GS1 webinar- adopting sustainable packaging](#)



MEMBER UPDATE

It's great to see how our members are reducing their use of plastic, as well as promoting and increasing soft plastic recycling. If you have any news, or would like us to profile any innovative programmes your organisation is working on, please let us know!



FONTERRA PLASTICS COMPETITION

Solving the challenge of plastics and recycling requires a multi-pronged approach, and Fonterra's sustainability team recently partnered with the Soft Plastic Recycling Scheme and University of Auckland students with a competition to come up with new and innovative ways to reuse soft plastics. Soft plastic was the focus of the contest because they are less likely to receive a second life, and the students were challenged to find New Zealand's next outlet to use them.

Lance Zhang and Kelly Ding from the team 'For What It's Earth' took

out the top spot with their concept for modular furniture for primary schools. The team said, "this competition really challenged us to rethink New Zealand's plastics problem, to use innovative design thinking and to (literally) think outside the box!"

Judges, including Soft Plastic Recycling Scheme chair Malcolm Everts, chose their solution because it considered the entire packaging life cycle, replaced existing plastics with recycled ones, and found a feasible outlet for a large volume of recovered soft plastic. It also had the added bonus of educating children and teachers about the benefits and uses of recycled materials.



WELCOME TO OUR
NEWEST MEMBERS OF
THE PACKAGING FORUM'S
SOFT PLASTIC RECYCLING
SCHEME

Blue Frog Breakfast
Flexopack
NZ Agbiz
Offshoot (NZ)
Ravensdown
Resene
Sealord



L'AFFARE - WHAT IF THIS PACK COULD SAVE A CHILD'S LIFE?

L'affare has relaunched its coffee packs so that they can be recycled via the soft plastic recycling scheme and, to celebrate, they are looking for big creative ideas for things that can be made from their packs. Check out the website laffare.co.nz/proveit and come up with a design which solves the problem and which also has a positive impact. Be creative, be innovative and be in to win a year's supply of coffee and a luxury home espresso kit. The competition is open to all New Zealanders over 12 years of age and closes 28 November.



MONDELEZ – CADBURY DAIRY MILK BLOCKS TO TRANSITION TO RECYCLED PACKAGING

Mondelēz will source recycled plastic using advanced recycling technology to use in a range of Cadbury chocolate blocks sold in New Zealand and Australia — a world first for the chocolate brand.

Cadbury has sourced the equivalent of 30% of the plastic needed to wrap Cadbury Dairy Milk family block range from recycled sources. The volume of recycled plastic being used is enough for 50-million family blocks of Cadbury Dairy Milk Chocolate which, if laid end-to-end, would stretch from Auckland to San Francisco. The first Cadbury Dairy Milk blocks to include recycled soft plastic in its packaging will be available in New Zealand supermarkets from September 2022.

bit.ly/TWU1021-5

“Wonderful to see packaging waste that can actually be processed nationally – no greenwash – love it!”

FOUNDATION COFFEE NZ LAUNCHES NEW RECYCLABLE PACKAGING



Foundation Coffee NZ is about to launch its newly rebranded packaging, all of which is soft plastic recyclable. As a business-to-business specialist, Foundation Coffee NZ supplies thousands of Kiwi businesses in sectors such as healthcare, transport and logistics, and manufacturing with freshly roasted coffee and specialty workplace coffee machines. CEO Jamie Galloway says the organisation made the distinct decision to develop its new packaging to be 'soft plastics compliant'.

“To keep up with our sustainability ethos, all packaging is soft plastic recyclable, helping us and consumers close the loop with The Packaging Forum and repurposing old bags into fence posts with Future Post. Increasingly we are seeing, and meeting the demand from, many large workplaces who want to reduce single use plastics and waste from site. Through our packaging, as well as the functionality of our machines, we have been able to help these businesses meet their sustainability targets while also reducing their direct costs.

The new range is set to recaffeinate and revitalise workplaces over the coming months.

IN THE NEWS



LOCAL GOVERNMENT MAGAZINE

The soft plastic recycling scheme is on the front cover of Local Government magazine this month with a feature article on the scheme.

bit.ly/TWU1021-6

AA MAGAZINE

Great to see AA Directions magazine proudly promoting soft plastic recycling on their magazine wrap, and featuring a profile of Future Post founder Jerome Wenzlick and the Soft Plastic Recycling Scheme. AA Directions Spring edition focuses on recycling and clean energy solutions.

bit.ly/TWU1021-7



NEWS FROM OUR PROCESSING PARTNERS



future POST™
.co.nz

RECYCLING FACE MASKS – BUSINESS TO BUSINESS

PLEASE NOTE FACE MASKS ARE NOT ACCEPTED IN SOFT PLASTIC RECYCLING BINS

To ensure that all used face masks are delivered safely to Future Post, soft plastic scheme member and Future Post partner, Primepac will be driving this project – from the supply and logistics side, back to Future Post for recycling. Primepac will take care of all your requirements, and ensure all masks and other PPE end up back here with us at Future Post. Please reach out to the team at Primepac and start the process.

primepac.co.nz

What else is happening?

UPDATE FROM AUSTRALIA

The Australian Food & Grocery Council (AFGC) is leading the design of a plastic product stewardship scheme initially for flexible plastics. One third of all plastic packaging placed on the Australian market are flexible plastics; however, there is a low plastic recycling rate and a lack of post-consumer recycled content available for soft plastic packaging.

The AFGC has commissioned research into a global best practice scheme design to support the development of a scheme structure and fee model. This also includes a detailed review of the current collection systems and processing capacity for soft plastics, and developing a model for future systems.

The Central Coast Council is running a trial collecting soft plastics in “Curby” bags at kerbside. curbythebilby.com.au

We are watching this trial and the AFGC’s scheme design with interest, and many of our members are directly involved in this work.

“Fantastic news for the Kapiti Coast!”

“Please come to Southland, feel so guilty putting all the plastic waste in the rubbish when it's possible to recycle it in NZ.”

“Thanks for your great work!”

PLASTIC BAGS + WRAPPERS

PLEASE RECYCLE ALL YOUR SOFT PLASTIC PACKAGING SO WE CAN MAKE MORE POSTS, VEGE GARDENS AND BOLLARDS EVERY TIME

1500* PLASTIC BAGS OR WRAPPERS = 1 FUTUREPOST POST

800 POSTS PUMPED OUT EVERY DAY BY FUTUREPOST

Love NZ Soft Plastics Recycling Recycling centre

Liked

Are you one of our 10,557 Facebook followers? Help us get to 15,000...

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