

**Taranaki Regional Waste Minimisation
Education Strategy**



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1. Introduction

1.1 Title and purpose

The purpose of this *Taranaki Regional Waste Minimisation Education Strategy* (the Education Strategy) is to set out the strategic framework for NPDC, SDC, STDC and TRC to undertake education and communication programmes that help to achieve the regional waste minimisation goals outlined in the *Waste Management and Minimisation Strategy for Taranaki*, of:

1. Reduce the harmful effects of waste
2. Improve the efficiency of resource use.

This document should be read in conjunction with the following:

- *Waste Management and Minimisation Strategy for Taranaki (WMMST)*
- *Waste Management and Minimisation Plan 2011 for the New Plymouth District*
- *Waste Management and Minimisation Plan Stratford District Council 2012-2018*
- *Waste Management and Minimisation Plan 2012 – 17 for the South Taranaki District*

1.2 Background

This strategy aims to guide how education will be used to complement the district council waste management services and achieve the regional waste minimisation goals as outlined in the WMMST.

The development of this strategy acknowledges that achieving the targets of the WMMST will take a major shift in behaviour at the individual and community level. This can only be achieved when combined with the provision of appropriate waste services which allow for residents to easily and cost effectively recycle their waste. Where barriers currently exist through lack of services no amount of education or communication will achieve significant results. A joint approach will always be necessary, with education, communication, and advocacy supporting and promoting changes to service provision.

It is intended that the waste hierarchy be taken into account when developing any communications or education proposal, and that where possible more emphasis is placed on activities towards the top of the hierarchy which are the most efficient ways of minimising waste.



Figure 1: Waste Hierarchy

2. Vision and objective

2.1 Vision

As per the WMMST, the vision of this Education Strategy is that -

'People in Taranaki will use all resources efficiently and at a sustainable rate. In so doing, we will no longer regard waste as inevitable, or see it as someone else's problem. We will identify and practice methods for reducing waste and improving resource efficiency'.

2.2 Objective

To effectively and efficiently communicate with and educate the community so that the entire regional community fully understands and appreciates the need to minimise waste and is empowered to take action.



3. Education and communication programme

3.1 Strategic focus areas

Broad areas of strategic focus have been determined as a result of waste analysis or to complement service delivery changes. The following activities will therefore be the primary focus over the next 3 to 5 years. The work programme will intentionally be flexible enough to allow other opportunities to be actioned as they arise.

3.1.1 Recycling

A new materials recovery facility (MRF) in New Plymouth is planned for completion by 2015 and the new regional kerbside collection and transfer station contract is to commence in October 2015. As a result of these changes it is anticipated that service delivery will change to increase the types of plastics that are collected and that there may be a separate glass collection subject to collection costs and approval by the councils. Education focusing on recycling and what these changes will mean for residents will be undertaken prior to and following these changes.

3.1.2 Commercial Waste

The April 2010 survey of waste going to Colson Road landfill indicated that 48% of the waste received is from commercial sources. In addition with the establishment of the new MRF it is expected that recycling options for commercial operators will increase. Initially the focus will be on establishing which sectors are the large waste producers and liaising with economic development groups to determine which types of programmes would be most useful for business.

3.1.3 Food Waste

Food waste is a significant proportion of the total waste going to landfill (17.8%) as shown in the 2010 waste survey. As such, diversion of food waste has been identified as a focus area. Assistance is already available to food premises in the region and options will be investigated to divert food waste from residential properties in the future.

3.2 Regional branding

In 2012 a regional waste brand of 'We Can' was developed and it is intended that this brand be incorporated into all communications and education material. In the long term it is hoped that there will be a strong association between this brand and any activity related to waste management and minimisation within the Taranaki region.



3.3 Annual programme plan

Attached is the annual programme plan identifying education and communication activities that are planned for the next 12 months.

The plan is structured by key engagement areas of:

1. School engagement
2. Community engagement
3. Business engagement
4. Public place recycling (including events)

4. Evaluation and review

4.1 Evaluation

Evaluation and monitoring components will be built in to the design of each programme by the programme provider. Given the innate difficulty in evaluating education programmes however, evaluation will be kept proportional to the cost of the programme. Evaluation of the success of the individual programmes will determine whether they are included in the development/adjustment of the following year's annual programme plan.



4.2 Review

The *Taranaki Regional Waste Minimisation Education Strategy* will be reviewed on a five yearly basis, or earlier if required.

The annual programme plan component of the Strategy will be ratified by the Taranaki Solid Waste Management Committee on an annual basis. It is recognised and accepted that minor amendments to the annual programme plan may be required by council officers over the course of the year.



Appendix 1 Taranaki Regional Waste Minimisation Education Strategy - Annual programme plan for 2013/2014

School Engagement

Programme	Programme Provider	Description	Delivery Timeframe
Recycling In Schools	TRC	Schools are offered support and advice to help them set up a recycling system or improve their current system. This programme is supported by the provision of free recycling bins to government funded schools in the NPDC and STDC areas.	On-going
Landfill and Transfer Station Tours	NPDC, SDC and STDC	Schools can tour the Colson Road Landfill and the New Plymouth, Stratford and Hawera transfer stations.	On-going
Waste Minimisation Workshops	TRC	A series of three lesson sessions which includes an audit of the school's waste.	On-going
Waste Minimisation Advice and Assistance	TRC	The Waste Minimisation Officer is available to help with advice and support.	On-going
Enviroschools	Hive Taranaki (funded by NPDC and SDC)	Enviroschools integrates education for sustainability into the whole of school life.	On-going
Schools Recycling Survey	NPDC	Schools will be surveyed on their current use of recycling services and whether or not they require further bins or different types of bins.	Dec 2013

Community Engagement

Activity	Provider	Description	Delivery Timeframe
Website Waste Pages	NPDC, SDC, STDC, TRC	Each of the councils has information on their websites about the waste management services available in their area and also general information about minimising waste.	On-going
Para Kora	Para Kore Marae Incorporated (partly funded by NPDC, STDC, SDC, TRC(in kind))	Provide waste minimisation mentoring and advice to Marae in the Taranaki region.	1 March 2013 – 30 June 2014

Activity	Provider	Description	Delivery Timeframe
TV Takeback	MFE programme supported by NPDC, SDC, STDC and TRC	Communications campaign to support the TV takeback programme.	July till November 2013
liteClub	Managed by Project Litefoot Trust with inkind support from NPDC, SDC, STDC and TRC	Helps sports clubs reduce their waste, electricity and water use.	Ongoing
Annual Awareness Campaign	NPDC, SDC, STDC, TRC plus others such as Puke Ariki and community groups	A month long focus on recycling using many different communications options. Would look to include activities and a display at Puke Ariki.	Ongoing June each year
Recycling Game Application	NPDC, TRC	A fun application will be developed for computers and phones that educates about recycling. Will tie in with June awareness campaign.	June 2014
Illegal Dumping	NPDC, SDC, STDC, TRC, NZTA and DOC	Ongoing education campaign around illegal dumping. Will largely be associated with prosecutions or events of concern.	Ongoing
Waste Exchange	NPDC	NPDC contributes to the national waste exchange.	Ongoing
Keep NZ Beautiful Week	NPDC, SDC, STDC, Keep NZ Beautiful	All of the district councils support the clean up week by providing gloves, bags and free collection of refuse collected.	Ongoing
The Nappy Lady	NPDC	NPDC is investigating having the nappy lady provide samples of reusable nappies and conduct workshops about using reusable nappies.	2014

Business Engagement

Programme	Programme Provider	Description	Delivery Timeframe
Food premises recycling	TRC, NPDC, SDC, STDC	District Council Environmental Health Officers survey businesses on their recycling practices while undertaking their annual inspections. These businesses are also offered assistance from the Waste Minimisation Officer to help them improve their existing recycling systems or set up a new system.	On-going
Chamber of Commerce Environmental Award	NPDC	Businesses are assessed and environmental award presented	September each year

Research options to further work with businesses	NPDC, SDC, STDC, TRC	Work with Council economic development staff and other economic development agencies to determine what type of programmes would work best for business.	Complete by June 2014
Identify sectors that dispose of the most waste to landfill	NPDC, SDC, STDC, TRC	Use SWAP and licensing data to identify which sectors create the most waste.	When/if licensing data becomes available, most likely 2014/15 year not current year.

Public Place Recycling

Programme	Programme Provider	Description	Delivery Timeframe
Events Recycling	NPDC, SDC, STDC, TRC	Recycling bins are made available at council run events to divert waste from landfill and also as a reminder about recycling.	On-going
Public Place Recycling	NPDC	Five permanent recycling bins are located in high use areas around New Plymouth CBD. Number of bins to be increased each year as per the NPDC annual plan.	On-going