

A3-6

DATE: 31/10/91
MEMORANDUM

TO: Stan Wypich, Local Government Assn
FROM: Karen Cronin, MFE

RE: EARTH CARE TV theme advertisements.

Stan, further to our conversation today, I wanted to let the Assn know about an advert. that TVNZ will be screening in about 2 weeks time as part of their EARTH CARE campaign.

The Ministry is one of several groups giving technical advice on the campaign. So far, the campaign includes the main EARTH CARE advert. with the music and then the bit from Lotteries Commission, the principal sponsors. There have also been "vignettes" each night, showing good ideas already happening in New Zealand.

The next stage is theme adverts. which will encourage people to take positive steps to care for the environment. The idea is that individual actions can make a difference if we all get involved.

The first theme advert is going to be on recycling. It will finish with a call to action - people will be encouraged to "phone their local council" to find out about recycling. I was keen to let you know about this before the phones start ringing at all the Councils!

My suggestion would be that all Councils make sure that their telephonists and reception staff are prepared for calls which might be generated by the advert. The answer Councils have will vary of course eg. "we suggest you contact this paper recycling company" or, "you can use our own Council recycling scheme", if there is one. The main thing is to have a clear answer so people feel they get some useful information.

I will send this note to Viv Auty too at Wellington City. I know she has had a lot of contact with Councils around the country on answering public enquiries like this.

Sorry there couldn't be greater notice Stan. The TV world moves very fast on these things! Nevertheless, I think the campaign is a great thing for raising public awareness about the environment and we will see real benefits from it.

With kind regards,

A3-6

23 October, 1991

s 9(2)(a)

Dear Mr Paxman,

Thank you for your letter of 10 October 1991 concerning the EARTH CARE television campaign.

The campaign is not funded by my department, as you suggest. It is an initiative of Television New Zealand and there is no government funding of the programme involved at all. It is supported by corporate sponsors.

The role of the Ministry for the Environment has been to provide environmental advice to TVNZ. This involvement was seen as appropriate, to assist in developing the environmental education aspects of the campaign. The Ministry is an advisor along with the Department of Conservation, Maori, environmental and business interests.

The Ministry for the Environment sees EARTH CARE as a worthwhile initiative to increase awareness about the environment. The objectives of the campaign are:

- to increase public awareness of the environment
- to educate New Zealanders about the state of New Zealand's environment and the global environment
- to increase appreciation of the unique New Zealand environment and our place in the world
- to encourage individuals, firms and organisations to do their thing to help the environment
- to support the good work already underway and encourage new initiatives
- to promote the value of clean green New Zealand domestically and internationally
- to have a successful partnership between government, environmental, business and Maori interests in promoting the environmental message
- to promote EARTH CARE in a genuinely bicultural way which recognises and respects the Maori world view of the environment.

The rest of your questions about the campaign would best be addressed to Television New Zealand. The person to talk to is Sue Chapman, General Manager Sales, in Wellington.

I hope this answers your query and gives you a better picture of our involvement. Please do not hesitate to contact me again if you require any further information.

Yours sincerely,

R.W.G. Blakeley
Secretary for the Environment.

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1982

A 3-6

11 September, 1991.

Mr Barry Manley
Managing Director
Saatchi and Saatchi Ltd
PO Box 6540
Wellington.

Dear Barry,

EARTH CARE has been launched - and it looks marvellous! The Ministry for the Environment is delighted to see it come on air, and we would like to thank you and Jill Ramsden, and your colleagues at Saatchis, for helping to make it happen.

The project is quite an achievement, in bringing together the government, environmental, Maori and business people. TVNZ and Saatchis are to be congratulated for undertaking such an initiative, especially in a difficult economic climate. I know it wasn't always an easy process! Thanks for making the time to work it through. Consultation often takes time, but as a result I think we have a good arrangement for the Trust and a formidable combination of interests and skills on the Board, which can only enhance the campaign.

The EARTH CARE ad. looks superb on screen. The concept really works, especially the hand drawn images and the music. Saatchis have done something quite special with this project - not only in terms of the communication concepts, but also in the commitment of your company to the environmental issue. I'm sure you will receive strong endorsement for your part in the campaign, in New Zealand and internationally.

Looking forward to working with you further on the Management Board.

Yours sincerely,

Karen Cronin
Public Affairs Manager.



1 RBM 16/3
2 JG 17/3
3. File
PIE 6/4/3

MINISTRY FOR THE ENVIRONMENT

MANATŪ MŌ TE TAIAO

84 Boulcott Street, P.O. Box 10362, Wellington, New Zealand.
Telephone (04) 473-4090, Fax (04) 471-0195.

our ref:

16 March, 1992

Ms Sue Chapman
General Manager (Sales), Wellington
Television New Zealand
PO Box 1752
Wellington

Dear Sue,

When we spoke on the phone recently, I indicated that members of the EARTH CARE Board of Management have been talking about the campaign for 1992.

I have had discussions with the Department of Conservation, the Royal New Zealand Forest and Bird Protection Society, Environmental and Conservation Organisations of NZ, Jenni Raynish (for Reckitt and Colman), Fisher and Paykel, and our Maori colleagues Rev Maurice Gray and Tawini Rangihau.

Everyone is committed to seeing EARTH CARE succeed as an environmental education programme, on a sound commercial footing.

However, our view is that the campaign needs to be reoriented if it is to going to work.

The campaign seems to be stalled by a lack of commercial support. You mentioned that you are planning to re-organise the sponsorship packages to get things moving, and you have asked Saatchis to prepare a strategic plan.

We have no doubt that a solid financial base is essential. Nothing can be done unless the funding is there in the first place.

But commercial support depends on maintaining credibility and a positive profile for the EARTH CARE campaign. We are concerned that part of the reason for a slow commercial response may be doubts over the goals of TVNZ, and to some extent the profile EARTH CARE has achieved to date.

Everyone is keen to see this campaign work. Our view is that if more effort was put into a PR strategy for EARTH CARE, the sales side will take off.

PR initiatives might include:

- 1 - making better use of the prestigious membership of the Board;
- 2 - liaising with existing sponsors to get their ideas on how EARTH CARE can work successfully;
- 3 - promotion of the campaign by existing sponsors among their industry colleagues;
- 4- clearer information for the marketing industry on TVNZ's objectives for the campaign;
- 5 - a six month review statement from TVNZ: reaffirming the objectives of the campaign, highlighting successes to date, previewing planned achievements for the next 6-12 months.
- 6 - holding a gala function for potential sponsors to meet and hear the endorsements of current sponsors, and for TVNZ and members of the Board to give a picture of what the campaign is to achieve. New sponsors could then be invited on board. Perhaps we could have Ministers present at the function.
- 7- linking EARTH CARE to other complementary initiatives. (See attached).
- 8 - highlighting the environmental success stories of our sponsors eg. through our proposed EC Award.

EARTH CARE is an unusual campaign, and not without its contradictions (we knew this from the start!) The obvious need is for more funds: we have to get the commercial side right. But we suggest that the way to achieve this is to rekindle the "partnership" that started the project ie the government, industry, environmental groups and television working together.

If we can project enthusiasm for the campaign from this partnership, many more sponsors are going to want to join in.

Keith Johnston and I would like to meet you soon to talk about this further. In the meantime, I've attached a note on the campaign and how we see the elements tying together.

Looking forward to seeing you again.

Yours sincerely,



Karen Cronin
Public Affairs Manager

Earth Care Campaign

Objectives Messages

Launch ad.
(Siren)

Maori
View

TV Special
eg. For World
Environment
Day 1992?

Earth Care Educational Resources

- Booklet
- TVNZ merchandising
- School packs
- Hotline?
- Going Green

Earth Care Events

- World Environment Day, June
- Conservation Week, August
- Earth Summit?
- Eco tourism (Ted Danson)

Vignettes

Good things
going on

Theme Ads

Calls to Action

- Holmes
- Bailey
- Maori
- Waste
- ?
- ?

Environmental Programmes

- Existing prgms
- Sponsor credits
- New prgms?

TVNZ Positioning

- General PR
- TV One Green Channel
- Logo
- Kermit
- News?

PR for Earth Care

- 1991 Launch
- GG
- PM
- Sponsor Proposal
- Profile/ Reputation of Campaign
- Board members
- New sponsors function?

Industry Liaison

- Sponsors
- PR firms
- Policies of companies
- EC Annual Award

Sponsorship/Sales

- Existing: Reckitt & Colman
Kimberly Clark
- Clarify entry criteria?
- Minimum funding base?
- New sponsors

Industry Seminar?

OFFICIAL INFORMATION ACT 1982

A3-6

11 September, 1991.

Mr Michael Stedman
Director of Programming
Television New Zealand Ltd
PO Box 3819
Auckland.

Dear Michael,

It was good to meet you again (if briefly, and over the National Anthem), at the EARTH CARE launch in Wellington.

The Ministry is delighted to see EARTH CARE come to air - it has a strong impact on screen and really creates a positive message. TVNZ is to be congratulated for taking the initiative, and making the commitment to environmental awareness.

I would like to follow up on the issues I mentioned to you on the 28th. After discussion with my colleague Suzanne Blumhardt (Manager Environment Division, in the Ministry of External Relations and Trade), it seems there are some broader strategic opportunities for TVNZ in environmental programming.

The message of EARTH CARE is that New Zealand has a unique environment and a unique position in the world. But we do have some problems here and we need to act urgently to make sure they don't get worse. Everyone has a part to play - including individuals, industry and the Government.

I think TVNZ is really onto something with EARTH CARE. The parties involved - TVNZ, Saatchis, government agencies, environmental and Maori interests, and business people - are a pretty special combination, and probably a world first for such a communications campaign.

We know that public interest in the environment has never been higher. There is a real urgency in the community and an eagerness to do something to help. We are convinced that EARTH CARE will strike a chord with people, and there will be lots of positive spin offs.

You indicated that you would be interested in discussing the opportunity offered by EARTH CARE to integrate wider programming and news about the environment.

As I mentioned there are some important events coming up over the next few months including:

- * the visit of the Prime Minister to the Commonwealth Heads of Government meeting in Nairobi in October
- * the address of the Prime Minister to the UN General Assembly in New York in October
- * the visit to New Zealand in November of Dr Maurice Strong, Secretary General of the UN Conference on Environment and Development ("The Earth Summit") at which
- * the opening of The Earth Summit in Brazil on 5th June 1992, World Environment Day. This will be the most important interantional conference of the decade, attended by all the worlds governments and major non government organisations. Some information about it is enclosed.

Environmental issues are now to the fore in international policy, within the UN system, the OECD, GATT discussions and for example at the recent meetings of the Group of Seven industrial nations.

New Zealand, despite its size, has played a significant role in international environmental policy with issues such as the Montreal Protocol to prevent ozone depletion, environmental protection for the Antarctic, and controls on driftnet fishing (eg. with a UN resolution sponsored jointly by New Zealand and the United States).

New Zealand's contribution to the Earth Summit will be an important one, given the role we have developed as a "broker" between the developed and developing countries, and our position in the South Pacific. The outcomes of the UN conference will also have a major bearing on domestic policy for environment and development eg. in relation to the proposed conventions on climate change and forestry.

We feel there is substantial potential in these coming events for an integrated approach to environmental news and programming, which would enhance the positioning of Television One as the EARTH CARE channel.

Following up on your suggestion, the Ministry of External Relations and Trade, and the Ministry for the Environment would be pleased to meet with you when you are next in Wellington to discuss these issues further.

With kind regards.

Yours sincerely,

Karen Cronin

A3-6

16 March, 1992

Ms Sue Chapman
General Manager (Sales), Wellington
Television New Zealand
PO Box 1752
Wellington

Dear Sue,

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Everyone is committed to seeing EARTH CARE succeed as an environmental education programme, on a sound commercial footing.

However, our view is that the campaign needs to be reoriented if it is to go to work.

The campaign seems to be stalled by a lack of commercial support. You mentioned that you are planning to re-organise the sponsorship packages to get things moving, and you have asked Saatchis to prepare a strategic plan.

We have no doubt that a solid financial base is essential. Nothing can be done unless the funding is there in the first place.

But commercial support depends on maintaining credibility and a positive profile for the EARTH CARE campaign. We are concerned that part of the reason for a slow commercial response may be doubts over the goals of TVNZ, and to some extent the profile EARTH CARE has achieved to date.

Everyone is keen to see this campaign work. Our view is that if more effort was put into a PR strategy for EARTH CARE, the sales side will take off.

PR initiatives might include:

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- 8 - highlighting the environmental success stories of our sponsors eg. through our proposed EC Award.

EARTH CARE is an unusual campaign, and not without its contradictions (we knew this from the start!) The obvious need is for more funds: we have to get the commercial side right. But we suggest that the way to achieve this is to rekindle the "partnership" that started the project ie the government, industry, environmental groups and television working together.

If we can project enthusiasm for the campaign from this partnership, many more sponsors are going to want to join in.

Keith Johnston and I would like to meet you soon to talk about this further. In the meantime, I've attached a note on the campaign and how we see the elements tying together.

Looking forward to seeing you again.

Yours sincerely,

Karen Cronin
Public Affairs Manager

A 3-6

MINISTRY FOR THE ENVIRONMENT

DATE: 18 May 1992

MEMORANDUM

TO: Keith Johnston, Department of Conservation
FROM: Karen Cronin, MfE

RE: EARTH CARE Business and Environment Function June 1992

Keith, when I spoke to Barry Manly at Saatchis recently, he asked how we were getting on with planning a function for business people, as discussed at the EARTH CARE meeting recently.

I explained that a conference on business and the environment would take some organising and could not be arranged before the end of June. Moreover, I want to tie it to the research project we are running with the Manufacturer's Federation on environmental initiatives in industry. This would lead to a conference in September or October, at which we "showcase" the positive examples from the study. [Given the planning needed, we might even be talking about November].

However, that does not meet the needs of EARTH CARE, especially as the current sponsor arrangements finish in September.

So, could we look at a smaller function for business people, in association with EARTH CARE. I would be able to contribute some funds to this if it was held before the end of June. It would be good to relate this to UNCED, especially given the prominent role that the International Chamber of Commerce has taken there.

I have done an outline, attached, for you to comment on.

Could we meet shortly to talk this over. Then we need to get back to Barry and Sue Chapman.

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EARTH CARE SEMINAR ON BUSINESS AND THE ENVIRONMENT :

WELLINGTON, JUNE 1992

**** DRAFT OUTLINE - 18 MAY 1992**

SEMINAR TITLE:

" The Business of Caring for the Earth" - a Seminar on Environmental Opportunities for New Zealand Business Leaders

AIMS:

- To highlight business opportunities in environmental initiatives
- To hear about business issues arising from the Rio EARTH SUMMIT
- To introduce NZ business leaders to the environmental programme of the International Chamber of Commerce
- To announce the start of the NZ Environmental Initiatives Study, by the NZ Manufacturer's Federation and the MfE

PARTICIPANTS:

Business leaders from major NZ companies
Trade union leaders
Marketing and strategic management professionals
Industry and business sector organisations
Key environmental NGO's

HOST:

The EARTH CARE Board of Management

ORGANISING COMMITTEE:

KC, KJ, BM, TVNZ (Sales and Public Relations), ECO
Seminar organisation: staff of MFE, DOC and TVNZ (PR)

FORMAT:

One day seminar in Auckland
High profile business speakers
Workshop sessions - opportunity for discussion
EARTH CARE cocktail function
Displays(?)

POSSIBLE SPEAKERS

Hugh Fletcher

Rob Storey
Don McKinnon

NZ Post
Reckitt and Colman
Kimberly Clark
Lotteries Commission

NZ Chamber Commerce
Bus rep NZ UNCED delegation

NZ Advertising Agencies Assn?

PROGRAMME OUTLINE

Welcome

Chairperson remarks

Opening Speaker

Minister

Morning Coffee

Session lead speakers and Workshop discussion

Lunch

Session lead speakers and Workshop discussion

Closing Speaker

Cocktail Function : address from Chair EC Board of Mgt

VENUE:

BUDGET:

Costs:

Publicity
Invitations
Venue and Catering
Programme
Papers
Speakers
Misc

Funding:

MFE
DOC
TVNZ
Registration fee

MINISTRY FOR THE ENVIRONMENT

DATE: 16/10/91

MEMORANDUM

TO: Earth Care Board of Management
FROM: Karen Cronin, MFE

RE: Conference Call 14/10/91

1. Conference Call

Please find attached notes from the conference call on Monday afternoon. Thanks again everyone for your comments on the phone. It was a useful discussion!

2. Letter

I have also done a draft letter to Des Brennan of TVNZ setting out our views and requesting him to meet with us at the next meeting of the Board in Wellington.

**** PLEASE GIVE ME ANY COMMENTS ON THE LETTER BY WED 23rd.
IF I DON'T HEAR FROM YOU I WILL ASSUME IT IS OK.**

3. Further developments

I had a call from Jill Ramsden of Saatchis on Wed 17th. She says they have met with TVNZ who are keen to get on with the next set of theme adverts. TVNZ will produce two adverts with Paul Holmes and Judy Bailey virtually for free, as they are pretty straight forward. Saatchis will do the creative work for all the adverts, however the production of ads. after these first two will probably be done by a production team other than TVNZ. Producing further adverts will depend on income.

Jill wants some immediate input from us on the first two ads. with Holmes and Bailey. I will send her our priority list of topics. Saatchis will then come up with some creative ideas for our comment.

4. Public Comment

We have now had 4 comments on the EARTH CARE campaign from the public. 1) The Possums... 2) letter in this week's Listener questioning the statistics; 3) letter to MFE asking about government funding; and 4) letter to TVNZ from the Local Govt Asscn concerned about the sewage statistics in the TV Commercial. Between us Felicity and I will provide sources for the statistics used.

But it just goes to show how important it is for the campaign to have technical credibility, doesnt it!

Warm regards, Karen Cronin

PS Lindsay - my apologies for not getting back to you on the suggested list of criteria. I have received your material thanks. Will respond ASAP.

A3-6

**NOTES FROM TELEPHONE CONFERENCE CALL OF
EARTH CARE BOARD OF MANAGEMENT MEMBERS 14 OCTOBER 1991.**

PRESENT:

Lindsay Roke, Fisher and Paykel
Martin Brennan and Jenni Raynish, Reckett and Colman
Maurice Gray, Centre for Maori Studies, Lincoln University
Karen Cronin, Ministry for Environment.

APOLOGIES:

Cath Wallace and Miriam Dell, ECO
Felicity Cotton, Forest and Bird (notes provided)
Plus Tawini and Leon - we thought about you!!

DISCUSSION:

Maurice: apologies for not being able to make some previous meetings. Keen to get together with Tawini and Karen in Wellington to talk through the way in which the Maori perspective can be presented. Could be some special adverts or blended with the others.

***action: Maurice and Karen to arrange a time with Tawini**

Lindsay: noted that energy conservation and waste are similar in that we want to discourage the waste of energy. Sees energy as a priority issue. Not enough public awareness of this. There is a lot of energy wasted and over consumption of energy.

Martin: concerned about wider approach to the campaign. TVNZ seem to be writing their own briefing and railroading it through. The Board is not able to put together a meaningful campaign. Seems like the Board is only being brought in afterwards, skills are not being used as they could be. TVNZ does not have expertise to make decisions on an environmental campaign - but the Board is not being allowed to contribute.

Compared campaign with the ANZ magic moments or the 1990 campaign. Suggested that it is time to put our cards on the table and ask to take part more. R&C have concerns about the quality of the campaign as member of the Board and as a sponsor.

Jenni: Also concerned about approach to the campaign and need to use the expertise of the Board. The challenge is for the committee to communicate their concerns to TVNZ. We need to set out what we want to happen. The advert series needs and overall focus, not a scattergun approach. Message could be diluted unless there is something clear for people to react to. Needs to be more coherent and focused than the "warm and fuzzy".

Lindsay: Agreed with the above

Karen: conveyed similar concerns from Miriam, Cath and Felicity.

Maurice: Also concerned about "bulldozing". Pleased that there is an expectation for something Maori to come through - need to meet with Tawini and Karen though to discuss it further. Agreed there has been a scattergun approach to the overall marketing. We need more information on costs and income of the campaign so that we could project a budget for each theme advert. Then Saatchis and TVNZ could come back and say how they would deliver. Agreed that the Board needs more control and that the message has got diluted.

In response to a question about how the Maori view could be presented Maurice replied: Need to show the traditional approach of guardianship of the environment - and then show how this comes through in contemporary times. The message should be one of the general care of the environment. An example could be water management.

Karen asked about priorities as per the fax memo. Everyone happy with the suggestion that we have : Maori view, then waste management, then energy. Karen passed on Felicity's agreement with this ranking. But more importantly the campaign needs a common theme.

Karen noted concerns of S&S and TVNZ sales over income for the project. Martin felt the income was not an issue - more important to get an agreed theme.

**** action**

1. Martin to chat to Des Brennan about getting better approach.
2. Karen to draft a letter to TVNZ, attn. D. Brennan, expressing concern of the Board members viz:
 - need for better quality
 - use should be made of Board expertise
 - need for a coherent campaign message, not scattergun
 - need to link the sales/programming/PR people in TVNZ more effectively to the campaign and the Board
 - outline what we want eg. similar to ANZ Magic Minutes quality
 - request Mr Brennan to meet with Board at next meeting in Welln
 - need to change approach now otherwise people will not feel it is worth continuing
 - main objective is credibility.
3. We want the Board to meet again soon: within 2 weeks.

draft only 18/10/91

Mr Des Brennan
[title]
Television New Zealand
PO Box...
Auckland

Dear Mr Brennan,

This letter is being sent to you following discussions by members of the EARTH CARE Board of Management about the EARTH CARE environmental campaign.

The objective of writing to you is to pass on our comments about the campaign so far and to make some suggestions for the future.

First of all we would like to congratulate TVNZ in developing EARTH CARE. It brings together an impressive range of expertise, to focus on what is one of the most important concerns of the community today - not only in New Zealand but around the world. We are pleased that TVNZ has seen this as a priority and has decided to make such a commitment to the environment.

Now that the campaign has been launched, we are keen to make it work well. Members of the Board have been talking about two issues: 1) the process we are using to make decisions in the campaign, and 2) the development of the messages or communication strategy.

With respect to the process of decision making, we have recently agreed on a protocol for considering applications from corporate sponsors. A copy of the protocol is attached.

We also had some concerns about the way in which the vignettes were developed. In one celebrated case (the possums) the choice was a bit dubious! If the Board of Management had been given the chance to comment on the topics we might have avoided the resulting bad publicity. We accept that final decisions on the vignettes are a matter for TVNZ programming, but members of the Board do have the environmental expertise to check the issues.

Apart from a technical check, we are also keen to see the themes and messages which come from the vignettes integrated with the wider campaign.

This raises the second point. We would like to get clearer agreement with TVNZ on the communication strategy for the campaign.

With EARTH CARE we have a campaign with a message at several levels perhaps like this:

General images/use of EARTH CARE logo on TV ONE*

The main EARTH CARE TVCommercial

EC Theme advertisements (EC Board of Mgt)

EC Vignettes* (TVNZ) / Sponsors adverts (sponsors)

Other outlets for the messages:

Written material eg. info for children

The EARTH CARE Award for the best corporate sponsor

* NB. Editorial decisions on the vignettes are the decision of TVNZ but the Board has made some suggestions for future topics. The positioning of TV One is also a commercial decision for TVNZ.

At this stage, several levels of the campaign are already underway.

The TV ONE images are the most general and show attractive images of the NZ natural environment eg. the fern leaf in the rocky stream. The EARTH CARE logo has a gentle look and sound to it, which conveys the idea that the environment is fragile and we need to look after it.

The main EC TVC brings in the shock of what is wrong in New Zealand. It is emotional and challenging. We thought we were clean and green and not as bad as other countries. In fact we have some serious problems here too. We need to act now to turn it around. Everyone can do something to help.

The vignettes show very local and practical examples of what New Zealanders are already doing. They convey pragmatism, enthusiasm and ingenuity. Some good things are already going on.

We are now looking to develop the middle level ie. the EC Theme Adverts.

We are keen to see coordination through the various levels of the campaign. There should be a cohesive image of EARTH CARE, which benefits all participants including TVNZ and the sponsors. An unfortunate impression in one area undermines the credibility of the whole.

For example, the vignettes should not be inconsistent with the wider campaign. And the main EARTH CARE TVC should lead to actions for viewers to follow.

In terms of the general messages of the campaign, we see the following themes as important, in this order of priority:

1. We are guardians of the land. We wanted to acknowledge the Maori view of the environment. We could do this by using Maori proverbs to illustrate our place in the natural world and responsibility to it. Another idea was to use the sound of the conch shell as a call from nature and a warning.

2. Practise waste management = reduce, reuse, recycle. Recycling is one action (and very popular) but more important is to reduce the amount of waste we produce in the first place. Perhaps this could be where we use the Paul Holmes/Judy Baily contribution.
NOTE: we understand that this theme will be produced first with the availability of the TVNZ personalities.

3. Practise energy conservation
This is going to be a major environmental area, especially with climate change and the impact of more energy generation on the NZ environment. We could illustrate this through energy savings in the home and in transport.

4. Start at home /care for your local environment
This was the message that we can start right here and now with immediate surroundings be it our house, school, beach or factory. Perhaps Judy Baily might prefer to be involved with this one?

5. Practise sustainable resource use /rahui
This would show practical ways to use resources at a rate which they can be replenished or to give ecosystems a rest when they are overused eg. fisheries or soil management.

6. Restore, regenerate, replenish natural systems
If we have damaged the environment or worn it down, we can make it better eg. clean up after construction, planting native trees, adding to fish or bird stocks to allow numbers to replenish. There are some good examples of companies doing this eg. leaving native bush stands intact.

The Board will probably be meeting again in Wellington in a few weeks time. It would be good if you were able to join us at that meeting to discuss the issues raised in this letter.

In conclusion, can we re iterate that we EARTH CARE as a very positive initiative on the part of TVNZ. We are keen to do all we can to ensure that it is a credible and successful campaign.

With kind regards.

Yours sincerely,

Karen Cronin
Public Affairs Manager

on behalf of EARTH CARE Board of Management Members:
Keith Johnston, Department of Conservation
Maurice Gray, Lincoln University
Tawini Rangihau, Mana Maori Media
Felicity Cotton, Royal New Zealand Forest and Bird Protection Soc
Dame Miriam Dell, Environment and Conservation Organisations of NZ

Lindsay Roke, Fisher and Paykel Ltd.

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A 3-6

MINISTRY FOR THE ENVIRONMENT
DATE: 22/10/91

MEMORANDUM

TO: Jill Ramsden, Saatchi and Saatchi
FROM: Karen Cronin, MFE

RE: Household waste statistics.

Jill, the text you have sent for the TV ad with Judy Bailey looks fine to me, as an illustration of recycling in the home. It is complementary to the Holmes script about recycling at the office.

However, it does not deal with waste management. The term "Waste Management" is an umbrella for the various ways of handling waste from the "cradle to the grave". This means the whole cycle from extracting natural resources and energy from the environment eg. generating electricity from water or fishing; to the production of man made materials eg. glass or chemicals; then the manufacturing of goods and their packaging eg. cars or cardboard cartons; then the marketing and distribution of goods eg. retailing and transport; to their use and disposal eg. by individuals and households.

We generate waste at every step along the way. The aim of waste management is to get the same economic value out by using less energy and resources in the process. Waste management therefore includes:

1. reducing unnecessary use of materials eg. in packaging;
2. re use of items eg. glass bottle;
3. recycling of materials eg. paper or composting;
4. disposal eg. what's left goes to landfill (or dumping!).

So, recycling is pretty much at the end of the process. Ideally we should be creating less waste in the first place!

Our preference would be to see EARTH CARE promoting waste minimisation, rather than just recycling. Hence the idea of reduce, reuse recycle.

Looking at waste management in the home, we have the following stats for production of domestic waste annually in NZ.

* The total annual domestic waste = 1,135,244 tonnes!
or 4,540,976 cubic metres.

* For a population of 3,384,600 (1989 estimates from the 1990 yearbook), this equals 1.34 cubic metres of waste per person per year or 0.3345 tonnes per year.

* We have an estimated 1,070,000 households. (1989 estimates from the 1990 statistical yearbook). This means that we generate 4.24 cubic metres or 1.06 tonnes per household each year.

Source: Work in progress for "The Centre for Advance Engineering Waste Management Project". Personal Communication from Janice Turner, Manager, Royds Garden Ltd. Consulting Engineers and Planners, Wellington.

So, while we can go along with the Judy Bailey ad. on recycling, it is missing the real issue of reducing the amount of waste we generate in the first place.

How could this be illustrated? The Forest and Bird book has a number of suggestions. I was going to photocopy it but you should really have your own copy at Saatchis.

The other thing we need to illustrate is managing energy. There are lots of good examples of how much energy we use and what we could do to conserve energy in the Forest and Bird book too.

Some examples are:

- lagging on hot water pipes
- using passive solar to heat rooms eg. a conservatory
- not putting hot food in the fridge
- not leaving the fridge or freezer door open
- cooking two items in one pot eg. with a steamer
- turning out the lights
- having good heavy drapes for insulation

As a consumer, here are some other examples to save energy and resources:

- walking to the shops, not taking car
- buy items with minimal or no packaging
- take your own shopping bag
- recycle your plastic shopping bags
- buy items which can be reused or recycled eg. glass bottle
- refuse to buy items with bad impacts eg. toxic cleaning agents,
- wooden items made from rainforest trees

There are lots of books about all this Jill. I think someone should be doing a bit of research here for you before we finalise TV scripts. We should be putting a bit of time in first to get the message right. It will save time later answering all the public comments!!

FOR SUE CHAMPMAN, TVNZ

Positive Examples of companies looking after the environment: for the vignettes

The following examples have been provided by Dr Margaret Bailey of the Ministry for the Environment.

1. The Dairy Industry

This industry is taking a serious look at the way at which it can minimise waste, through minimising the loss of product. They are looking at their entire operation from "the grass to the shipping case". Contact Jim Barnett of the NZ Dairy Research Institute for specific examples. Phone: Palmerston North 472 1762.

2. Kiwifruit Industry

The Bay of Plenty Regional Council is looking at reducing the waste of dumping fruit. Mr Bricknell, the Council's Environmental Field Officer can give further information. Phone: (07) 308 7289.

3. Drycleaning/paper recycling

Mr John laRouche of the Auckland Regional Council can be contacted for examples of companies reducing waste and or eliminating dangerous wastes in Auckland. eg. dry cleaning solvents.

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A3-6

MINISTRY FOR THE ENVIRONMENT

DATE: 31/10/91

MEMORANDUM

TO: Barry Manly, Saatchi and Saatchi
FROM: Karen Cronin, MFE

RE: Meeting next week.

Barry, I mentioned to Jill today that I would like to meet with you next week to talk about how things are going with EARTH CARE.

Felicity, Miriam and I feel it would be helpful to have an informal chat about how the project is working, from your point of you and ours, and to iron out any process issues.

One example is: how much consultation should there be over individual scripts with the entire group? and how should we keep everyone up to date?

We'd like to drop in and see you rather than talk about this in the formal meetings.

Suggested times are either Tues 6th late afternoon or Wed morning.

Warm regards,

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A 3-6

DATE: 25 February 1992

MEMORANDUM

TO: Sue Chapman, Television New Zealand
FROM: Karen Cronin, Ministry for the Environment

RE: EARTH CARE News Item - Government departments Go Green

Sue, as we discussed this morning, the Ministry is about to launch a scheme to encourage environmentally friendly behaviour in the work place: saving energy, recycling paper, using green transport.

Every single public servant will be sent a kit with a booklet and poster showing them what they can do. All departments are being encouraged to set up site committees to run environmental programmes for their office.

We want to start by setting an example in the government sector, but we know the scheme will grow: we already have strong interest from private firms, hospitals, schools and local authorities.

In fact we talked last year about how this idea could become an EARTH CARE event with the Lotteries Commission support.

"Going Green" is being launched Tues 3 March at the Beehive by the Minister for the Environment (Rob Storey). Denis Marshall (Conservation) and John Luxton (Energy) are also on the programme.

IBM NZ Ltd have given \$50,000 to fund the scheme. Other participants in the launch will include NZ Forest Products, Waste Management and BP.

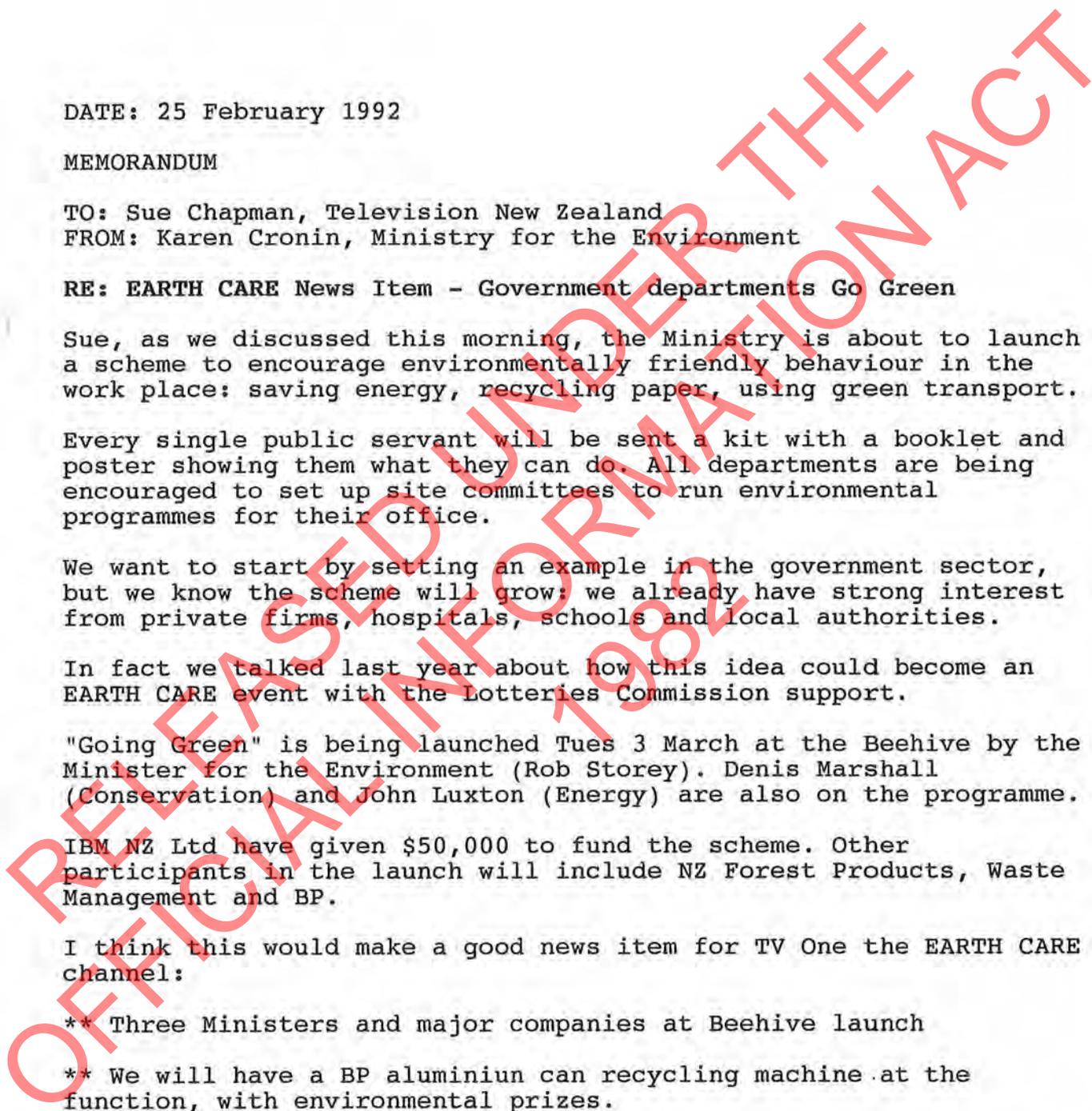
I think this would make a good news item for TV One the EARTH CARE channel:

** Three Ministers and major companies at Beehive launch

** We will have a BP aluminium can recycling machine at the function, with environmental prizes.

** CASE STUDY: the National Library in Molesworth St has already had some conspicuous success with energy conservation, producing financial savings of over half a million dollars.

Kind regards,



A 3-6

21 October, 1991

MEMORANDUM

TO:
Sue Chapman, TVNZ
Barry Manly, Saatchi and Saatchi
FROM: Karen Cronin, MFE

RE: Statistics used in main EARTHCARE TV commercial

Sue, we have now had several public comments on the statistics in the advert, viz. letter to the Listener, letter from Local Gov Assn. to TVNZ re sewage. There has also been a letter to MFE (attached) about government funding and the advertising brief. Isn't it good to know that people are watching!

To help TVNZ with your replies, here is some supporting information.

FORESTS

Determining the amount of New Zealand's indigenous forest which has been lost is not an easy thing to measure precisely. The figure is in the order of 75%.

Authority for this figure can be cited from:

1. Ministry for the Environment, Discussion Document Sept. 1989 "National Policy for Indigenous Forests". p.6
This report indicated that New Zealand has only 62m. ha of indigenous forests remaining. Of the rich, lowland indigenous forests, only 15% remains. So 85% of the lowland forest is gone.
2. Ministry of Forestry, Discussion Paper 1990. "Forest Policy for New Zealand".
This report notes that originally, 75% of the land area of NZ was forested. The impacts of the Maori reduced it to 53% of the land area and since Europeans arrived it has been reduced to 23% of the total land area. This figure would mean that only 31% of the original forest is left ie. 69% has been removed.
3. The Royal NZ Forest and Bird Protection Society cite the figure of 75% in their book "Go Easy on the Earth" Dec. 1989

WASTE

Due to poor statistics, it is hard to give a definitive figure. It is estimated that the current amount of solid waste generated in New Zealand is in the order of 3.6m tonnes annually. So that is about 1 tonne for every New Zealander. This is the total of all wastes generated, including commercial/industrial and domestic.

The source for this figure is:

Work in progress for "The Centre for Advance Engineering Waste Management Project", by CAE, University of Canterbury, Christchurch. Due to be published in 1992.

(Information provided, Personal Communication, from Dr John Lumsden, Project Director).

SEWAGE

Again, the precise data are not available. Based on professional knowledge however, the following can be cited:

Main Cities	None/Primary Treatment	Secondary Treatment
Whangarei		x
Auckland		x
Hamilton	x	
Taupo		x
Rotorua		x
Tauranga		x
Gisborne	x	
Napier	x	
Hastings	x	
New Plymouth		x
Wanganui	x	
Palmerston North		x
Porirua		x
Wellington	x	
Nelson		
Greymouth	x	
Blenheim		x
Christchurch		x
Timaru	x	
Dunedin	x	
Invercargill		x(in 6 months)
TOTAL	9	11

Definition: Primary Treatment is physical treatment only, including milliscreening. Primary Treatment provides no reduction in the bacterial concentration of sewage; limited reduction in the organic content; no reduction in nutrients; and no reduction in fat.

Source: Mr Bob Zuur, Senior Policy Analyst, Minsitry for the Environment. Personal Communication.

These data indicate that about half of New Zealand cities and towns are still discharging only partially treated sewage into the environment. Note that some go into rivers not the sea.



MINISTRY FOR THE ENVIRONMENT

MANATŪ MŌ TE TAIAO

84 Boulcott Street, P.O. Box 10362, Wellington, New Zealand.
Telephone (04) 734-090, Fax (04) 710-195.

our ref: PIE 6/4/3.

28 June 1991.

Bronwyn Somerville
Department of Prime Minister and Cabinet
Parliament Buildings.

Dear Bronwyn,

Please find attached the material on the Environmentally Friendly Government Departments Scheme, which I mentioned to you on the phone.

In response to the points you raised:

* Core business. The scheme was first mooted in 1990 and has been approved by the Minister for the Environment, Mr Upton. It is included in the primary outputs approved by the Minister for 1991-92 : Public Education. The Ministry has a statutory responsibility to promote environmental education. As the Government's environmental policy agency, we feel we should set an example with our own "housekeeping". The scheme has been trialled here for 3 months and we would like to give other departments the opportunity to adopt similar schemes if they wish. It is a voluntary scheme - an opportunity for people to do their bit to help the environment, and to make potential cost savings at the same time.

* Choice of "sponsor". IBM do not want a formal sponsorship, rather just acknowledgement of their assistance to the Ministry's scheme. We were considering seeking sponsorship for the guidelines booklet and poster, when IBM came along indicating their interest in supporting an environmental project. It met our need to cover printing costs and fits well with their interest in promoting a safe and progressive workplace. IBM already has an corporate environmental policy and they won The World Environment Centre Gold Medal for International Corporate Environmental Achievement in 1990. See booklet.

* Commercial effects. The assistance from IBM will mean that their logo will go on the guidelines booklet and poster, along with the phrase: "developed by the Ministry for the Environment, with the support of IBM New Zealand Ltd."

This is a not a high profile linkage between the department and the company, especially in comparison to the full scale sponsorship deals which other departments arrange from time to time. It creates a general association with "environmental good works" for their company, similar to their sponsorship of the Symphony Orchestra.

Please let me know if you need any further information. I have suggested to our Minister that he may wish to brief his colleagues about this orally. I have provided the attached notes for this purpose.

The second issue which we have discussed is the EARTH CARE campaign by TVNZ. As I indicated today, the launch date has been deferred until August. Margie Sharpe of TVNZ will be in contact with your department about the date and time. Thanks for your assistance to the Prime Minister's diary secretary in this regard. I have attached a package of material about the EARTH CARE campaign. My apologies again for the delay in getting this to you.

Kind regards,



Karen Cronin
Communications Manager.

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File



MINISTRY FOR THE ENVIRONMENT
MANATŪ MŌ TĒTAIAO

84 Boulcott Street, P.O. Box 10362, Wellington, New Zealand.
Telephone (04) 734-090, Fax (04) 710-195.

our ref: kc/0007

DIE 6/4/3

30 September 1991

Sue Chapman
General Manager Sales (Wellington)
Television New Zealand Ltd
WELLINGTON

Dear Sue

I wanted to follow up on the discussion we had on 16th September concerning Maori participation on the Board of Management.

I have sought clarification of the situation and we can be confident that we have appropriate involvement.

For the record, in the early discussions about the Trust it was envisaged that the Trust Members would comprise significant New Zealand figures, including very senior representation from Maoridom.

As it turned out, the formal Trust was established as a small group of Trustees (TVNZ, Saatchis, and independent Trustee and Sir Edmund Hillary), with a separate Board of Management. The Board has been appointed to act as a practical working group - rather than a high profile committee - to provide technical advice on the issues and the campaign message.

Maori involvement in the Board of Management was arranged through the Ministry for the Environment and the Department of Conservation respectively.

This was done by discussing the matter with the Maori advisors in our departments. In the case of the Ministry for the Environment, the Rev Maurice Gray was suggested because of our contact with him at the Centre for Resource Management. Rev Gray is now also Director of Maori Studies at Lincoln College. I understand that in the Department of Conservation, advice was also sought from their kaumatua (elders) as to an appropriate person to take part.

In both cases, the aim was to have someone with the skills to comment on the environmental and cultural aspects of a communications campaign, from a Maori perspective. Rev Gray has had a lot of contact with us on environmental issues through the Centre for Resource Management. Ms Rangihau is involved in the communications industry through Mana Maori Media.

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Thus the approach taken was not to seek formal representation from iwi (tribal authorities): the two Maori members are there as individuals with unique skills for the work of the Board. This is an important point, as it is inappropriate for government departments to "choose" people to speak for iwi or represent them. This is the matter for the iwi themselves to decide.

I hope this clarifies the situation for you in Television New Zealand.

With kind regards.

Yours sincerely



Karen Cronin
Public Affairs Manager
for Secretary for the Environment

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1982

A 3-6

11 September, 1991.

Sue Chapman
General Manager Sales (Wellington)
Television New Zealand Ltd
PO Box 1752
Wellington.

Dear Sue,

Congratulations on the launch of EARTH CARE! The Ministry for the Environment is delighted to see it come to air and we would like to thank you, Cheryl Kortink and your colleagues in TVNZ for bringing it together.

TVNZ has done a marvellous job in embarking on this campaign. We know that public interest in the environment has never been higher. There is a real urgency in the community and an eagerness to do something to help. We are convinced that EARTH CARE will strike a chord with people, and there will be lots of positive spin offs.

The project has a been a bit out of the ordinary, involving government and environmental groups, and business and Maori people. We would like to acknowledge your particular commitment to making EARTH CARE happen. For a while there it seemed a bit complicated! Thanks for taking the time to work it through. It does take time to consult - but the work has paid off, and the results on screen look superb.

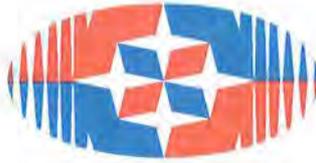
The Ministry for the Environment looks forward to ongoing involvement with EARTH CARE through the Board of Management. It is a pretty special combination of interests and skills, which can only enhance the quality of the campaign and its effectiveness.

With best wishes.

Yours sincerely,

Karen Cronin
Public Affairs Manager.

PIE 6.4-3



TELEVISION NEW ZEALAND

16 November 1990

OFFICE OF THE CHIEF EXECUTIVE



Hon Simon Upton
Minister for the Environment

Hon Denis Marshall
Minister of Conservation

Parliament Buildings
WELLINGTON



Dear Ministers

Thank you for your letter of November 8 concerning Television New Zealand's initiative, "Caring for our Environment - 1991 Campaign".

We have been delighted to work with the Ministry for the Environment and Department of Conservation on this project and it has received my full support. Our Executives and the various government bodies involved will now set about refining the agreement and I look forward to reporting back to you, in due course.

Yours sincerely

Julian Mounter
GROUP CHIEF EXECUTIVE

SECRETARY FOR THE ENVIRONMENT

FOR DRAFT REPLY

FOR DIRECT REPLY

FOR COMMENTS

FOR INFORMATION

Karen Cronin