

23 July 2019

19-D-01056

s 9(2)(a)

Tena Koe s 9(2)

Thank you for your email of 4 June 2019 requesting the following under the Official Information Act 1982 (the Act):

Records of all correspondence and communication – including emails, phone calls and meeting minutes – between the Ministry for the Environment and staff or representatives of the Packaging Forum and/or its scheme managers 3R group, or representatives of the New Zealand beverage industry, where the words Container Deposit Scheme or Bottle Deposit Scheme (or any variation of those words) are mentioned.

The information should be from the past three years.

To respond to your request, the Ministry for the Environment has conducted an email search for any senders or recipients with email addresses ending in ".co.nz" or ".com" where any of the following terms were used: CDS, BDS, bottle deposit, container deposit, deposit scheme.

From this email search, those communications were then cross referenced against known company emails for past and present representatives of the "Packaging Forum and/or its scheme managers 3R group, or representatives of the New Zealand beverage industry".

Along with locating relevant meeting minutes the following documentation is identified as in scope and is released to you:

- 1 Fifty eight pages of email communications and attachments between staff of 3R, representing the packaging forum and Ministry staff. The emails include nine separate email chains, some of which repeat content so as to ensure all versions are captured. The emails are released with redactions and one attachment withheld.
- 2 Six pages of email communications between Coca-Cola Amatil staff and Ministry staff between 23 July 2018 and 20 November 2018 (released in full)
- 3 A two page National Resource Recovery (NRR) – Industry Feedback Group Meeting summary document from the 7 March 2019 workshop released with one redaction.

A more detailed summary can be found in table 1.

Please note that the emails between 3R and the Ministry do not represent government policy. The emails describe an industry led work programme for rigid packaging that includes consideration of a Container Deposit Scheme/Legislation, to our knowledge, this option has generated no further proposals from the packaging forum on container deposits at this time.

Should the New Zealand government run a process to design a container deposit-refund scheme, it would likely be inclusive of the beverage (packaging) industry, but also a wide range of other key stakeholders, such as the recycling industry, local government, mana whenua and community organisations.

Some information within these documents has been withheld under the following sections of the Act:

s9(2)(ba)(i) protect information which is subject to an obligation of confidence or which any person has been or could be compelled to provide under the authority of any enactment, where the making available of the information would be likely to prejudice the supply of similar information, or information from the same source, and it is in the public interest that such information should continue to be supplied

s9(2)(f)(iv) protecting the confidentiality of advice tendered by Ministers of the Crown and officials

In terms of section 9(1) of the Act, I am satisfied that, in the circumstances, the withholding of this information is not outweighed by other considerations that render it desirable to make the information available in the public interest.

You have the right to seek an investigation and review by the Office of the Ombudsman of my decision to withhold information relating to this request, in accordance with section 28(3) of the Act. The relevant details can be found on their website at: www.ombudsman.parliament.nz.

Please note that due to the public interest in our work, the Ministry for the Environment publishes responses to requests for official information on our website on our OIA responses page shortly after the response has been sent.

If you have any queries about this, please feel free to contact our Executive Relations team.

Nāku noa, nā



Sam Buckle
Deputy Secretary, Resource Efficiency

Table 1: List of documents

No.	Index	Date	Content	Decision	OIA Section/s applied
1	Attachment 1, pages 1-2	18 December 2017	Email: Glass Packaging Forum Scheme Accreditation	Release in full	N/A
2	Attachment 1, page 3	13 September 2018,	Email: Confidential- Rigid plastic and food beverage packaging. Attachment withheld.	Email released in part. Attachment withheld entirely	s9(2)(ba)(i) The email is redacted in part as it is subject to an obligation of confidence The email attachment is withheld entirely as it is marked as, and is subject to an obligation of confidence.
3	Attachment 1, page 4	5 October 2018	Email: Packaging Forum - Rigid plastic and food beverage packaging	Email released in full	N/A
4	Attachment 1, pages 5-7	19 September 2018	Email: Confidential- Rigid plastic and food beverage packaging	Email released in part, redaction on page 6	s9(2)(ba)(i) Content subject to an obligation of confidence
5	Attachment 1, pages 8-10	18 September 2018	Email: Confidential- Rigid plastic and food beverage packaging (REPEAT of above)	Email released in part, company name redacted. Page 9	s9(2)(ba)(i) Content subject to an obligation of confidence
6	Attachment 1, pages 11-13	19 September 2018	Email: Confidential- Rigid plastic and food beverage packaging (REPEAT of above)	Email released in part, company name redacted. Page 12	s9(2)(ba)(i) Content subject to an obligation of confidence
7	Attachment 1, pages 14-18	25 February 2019,	Email: Rigid plastics	Email released in part, company names redacted (page 16, 17)	s9(2)(ba)(i) Content subject to an obligation of confidence
8	Attachment 1, pages 19-22 and 23-30	19 February 2019	Email: Rigid plastics Attachments: letter & slides	Email released in part, company names redacted.(pages 19 and 20)	s9(2)(ba)(i) Content subject to an obligation of confidence
9	Attachment 1, pages 31-32 and 33-58	26 February 2018,	Email: Visit with Minister Sage and 3x file Attachments overview, case studies, profile, capability statement,	Released in full	N/A
10	Attachment 2: pages 1-6	20 November 2018	Email: Jeff Maguire	Released in full	N/A
11	Attachment 3: pages 1-2	7 March 2019	National Resource Recovery (NRR) – Industry Feedback Group Meeting (summary points)	Released in part	s9(2)(f)(iv) Content withheld to protect the confidentiality of advice tendered by Ministers of the Crown and officials

Roderick Boys

From: Adele Rose <Adele@3r.co.nz>
Sent: Monday, 18 December 2017 5:34 PM
To: Nigel Clarke
Subject: RE: Glass Packaging Forum Scheme Accreditation

Awesome, thank you very much.
Adele

Adele Rose | 3R Group Ltd
Mob: 021 3555 82

Email a bit short? Here's why. [Email Charter](#)

From: Nigel Clarke [mailto:Nigel.Clarke@mfe.govt.nz]
Sent: Monday, 18 December 2017 5:33 p.m.
To: Adele Rose <Adele@3r.co.nz>
Subject: Re: Glass Packaging Forum Scheme Accreditation

Hi Adele
I've asked one of our staff to get the website information changed. Hopefully in the next day or so.
Best wishes

Sent from my Samsung Galaxy smartphone.

----- Original message -----

From: Adele Rose <Adele@3r.co.nz>
Date: 18/12/17 12:20 (GMT+12:00)
To: Nigel Clarke <Nigel.Clarke@mfe.govt.nz>
Subject: RE: Glass Packaging Forum Scheme Accreditation

Thanks Nigel – thank you – yes great news about Eugenie – I caught up with the team at the SBN awards the other night and they seemed fairly pumped!

Adele

Adele Rose | 3R Group Ltd
Mob: 021 3555 82
Email a bit short? Here's why. [Email Charter](#)

From: Nigel Clarke [mailto:Nigel.Clarke@mfe.govt.nz]
Sent: Monday, 18 December 2017 12:17 p.m.
To: Adele Rose - Glass Forum <adele@glassforum.org.nz>
Subject: RE: Glass Packaging Forum Scheme Accreditation


Hi Adele
The briefing on the GPF for the Minister has been ready for some time. However, the Minister has only just received her delegation letter (authorisation to carry out her duties) . We anticipate the briefing will go up early in the new year.
Nigel

Nigel Clarke
Senior Analyst
Hono Tātaki
Resource Efficiency and Innovation
Investment and Partnerships Directorate

Ministry for the Environment – Manatū Mō Te Taiao
Mob: 022 0833 594 Website: www.mfe.govt.nz
23 Kate Sheppard Place, PO Box 10362, Wellington 6143



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the most liveable place in the world**
Aotearoa - he wāwhiri māia kōwhiri mō te tangata

 Please consider the environment before printing this email

From: Adele Rose - Glass Forum [<mailto:adele@glassforum.org.nz>]
Sent: Monday, 18 December 2017 11:39 a.m.
To: Nigel Clarke
Subject: Glass Packaging Forum Scheme Accreditation

Morning Nigel

I'm just chasing up where in the order of priorities is the scheme re-accreditation for GPF. As you will appreciate we would like to head into the container deposit scheme workshops next year with the re-accreditation certificate in hand!

Many thanks
Adele

Adele Rose
Chief Executive 3R Group Ltd
Glass Packaging Forum Programme Managers

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nz.linkedin.com/in/adelecrose

Creating opportunities for glass recovery

Please Note: The information contained in this e-mail message and any attached files may be confidential information, and may also be the subject of legal professional privilege. It is not necessarily the official view of the Ministry for the Environment. If you are not the intended recipient,

Roderick Boys

From: Dominic Salmon <Dominic@3r.co.nz>
Sent: Thursday, 13 September 2018 7:16 AM
To: James Walker
Cc: Adele Rose
Subject: Confidential - Rigid plastic food and beverage packaging
Attachments: 3RG_PackagingConversation_A4_booklet.pdf

Good morning James

I have the pleasure of working with Adele Rose here at 3R and will be meeting you in Auckland later today at the plastic packaging system diagnosis meeting.

I would like to bring to your attention work that the Packaging Forum has commenced in this area. The Packaging Forum identified the opportunity to lead and influence the NZ plastics conversation and in early August held an industry meeting attended by the fifteen main producers of plastic beverage packaging and importers and processors of plastic resin and R-Pet (including Flight).

Due to requests from attendees, the scope of this meeting was expanded to plastic beverage and plastic food packaging. The meeting concluded after much discussion with a commitment to continue the conversation and to consider product stewardship as an option. I have attached an overview of the meeting and the proposed future aims of the group for your information. – please treat this as confidential and not for distribution at this point.

Considering the topic of today's meeting it is only fitting to make you aware of work that is being undertaken in this area. I apologise for the last minute delivery as the copy has just been received from the designer.

Best Regards

Dominic Salmon
Business Development – Sustainable Solutions

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E dominic@3R.co.nz
W www.3R.co.nz

3R combines imagination and science to repurpose waste.

Roderick Boys

From: Dominic Salmon <Dominic@3r.co.nz>
Sent: Friday, 5 October 2018 5:33 PM
To: James Walker
Cc: Adele Rose
Subject: Packaging Forum - Rigid plastic food and beverage packaging.

Hi James

For your information. Please find attached an updated conversational piece by the Packaging Forum relating to rigid plastic food and beverage packaging. [https://us19.campaign-archive.com/?e=\[UNIQID\]&u=a270c7774ed3d738297a82fda&id=a5ce30a5eb](https://us19.campaign-archive.com/?e=[UNIQID]&u=a270c7774ed3d738297a82fda&id=a5ce30a5eb)

You will note that the tone taken throughout the documentation is that of moving beyond just talking; more to doing! This will be supported with web-based content. The intent of progressing this conversation is two fold:

1. To demonstrate leadership; combining packaging need with environmental consideration and practicality
2. To have positive environmental and business impact

I look forward to discussing this and other product stewardship work with you and your team on the 16th October.

Best Regards

Dominic Salmon
Business Development – Sustainable Solutions

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Roderick Boys

From: Dominic Salmon <Dominic@3r.co.nz>
Sent: Wednesday, 19 September 2018 2:15 PM
To: James Walker
Cc: Adele Rose; Georgia Bishop; Shaun Lewis; Hinemoa Awatere
Subject: RE: Confidential - Rigid plastic food and beverage packaging

Hi James et al.

Thanks for your prompt and positive response. I look forward to hearing from Georgia and to assist with planning, we can be fairly flexible with timing up until 2:30pm.

Best Regards

Dominic Salmon | 3R Group Ltd
 Mob: 021 563 060 | www.3R.co.nz

Email a bit short? Here's why. [Email Charter](#)

From: James Walker <James.Walker@mfe.govt.nz>
Sent: Tuesday, 18 September 2018 4:01 p.m.
To: Dominic Salmon <Dominic@3r.co.nz>
Cc: Adele Rose <Adele@3r.co.nz>; Georgia Bishop <Georgia.Bishop@mfe.govt.nz>; Shaun Lewis <Shaun.Lewis@mfe.govt.nz>; Hinemoa Awatere <Hinemoa.Awatere@mfe.govt.nz>
Subject: Re: Confidential - Rigid plastic food and beverage packaging

Hi Dominic
 Yes please! Georgia will sort it out and Shaun will make sure I have the right technical support along.
 Thanks
 James

James Walker
 Deputy Secretary - Partnerships and Customers
 Ministry for the Environment

On 18/09/2018, at 3:58 PM, Dominic Salmon <Dominic@3r.co.nz> wrote:

Afternoon James

It was great to see you at last week's SBN Plastics Workshop and it was brilliant to hear a Deputy Secretary injecting humour into their presentation – very refreshing! I am also sorry I did not get the opportunity to speak with you in the short time frame.

As it happens, Adele Rose and I are in Wellington on Tuesday 16th October (until 2:30pm) and would be available to meet with you and/or your team if the opportunity exists.

This would present the ideal opportunity to frame up the industry conversation we are having around rigid plastic food and beverage containers which would also serve to provide you with greater clarity of who is doing what and how it can all fit together.

We would also like to outline some of the exciting product stewardship work 3R is currently undertaking for industry across a range of materials. Do let me know if this date is suitable.

Best Regards

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Mob: 021 563 060 | www.3R.co.nz

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From: James Walker <James.Walker@mfe.govt.nz>
Sent: Thursday, 13 September 2018 9:52 a.m.
To: Dominic Salmon <Dominic@3r.co.nz>
Cc: Adele Rose <Adele@3r.co.nz>
Subject: RE: Confidential - Rigid plastic food and beverage packaging

Hi Dominic

Thanks for the heads up. It would be really useful if you could sit down with my team at some point and discuss this. We're really keen to understand who's doing what and how we can fold this into the wider work programme.

See you soon
James

James Walker – Deputy Secretary Partnerships and Customers

Ministry for the Environment – Manatū Mō Te Taiao
Mobile: 022 493 0088 Email: James.walker@mfe.govt.nz Website: www.mfe.govt.nz
23 Kate Sheppard Place, Thorndon, Wellington 6143

<image001.jpg>

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Business Development – Sustainable Solutions

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Released under the Official Information Act

Roderick Boys

From: Nina Radich-Smith <Nina.Radich-Smith@mfe.govt.nz>
Sent: Monday, 25 February 2019 8:57 AM
To: Adele Rose
Subject: RE: Rigid Plastics

Hi Adele,

Would it be easier if we have this on a different day? Or are you just in Wellington on the 7th?

Thanks very much ☺

Nina Radich, Personal Assistant – 022 517 3373
Neil Hurley – Director, People and Culture
Shaun Lewis – Director, Investments and Partnerships - Mana Honohono
Ministry for the Environment – Manatu Mo Te Taiao
Website: www.mfe.govt.nz
23 Kate Sheppard Place, Wellington, PO Box 10362, Wellington 6143

From: Adele Rose <Adele@3r.co.nz>
Sent: Friday, 22 February 2019 11:10 AM
To: Nina Radich-Smith <Nina.Radich-Smith@mfe.govt.nz>
Subject: RE: Rigid Plastics

Hi Nina - I will be at the National Resource Recovery Project on that day at Environment House (Agenda attached) - I believe that the team below may be involved also? Is there a way we could schedule our meeting for the lunch break - otherwise I am more than happy to step out at the time you have suggested.

Let me know what suits - in your hands!

Adele

Adele Rose
Chief Executive

3R GROUP LTD | PACKAGING FORUM ADVOCACY & OVERSIGHT

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nz.linkedin.com/in/adelecrose

All Packaging is Recyclable by 2025. Want to join us? www.recycling.kiwi.nz

From: Nina Radich-Smith <Nina.Radich-Smith@mfe.govt.nz>
Sent: Friday, 22 February 2019 10:54 AM

To: Adele Rose <Adele@3r.co.nz>
Subject: RE: Rigid Plastics

Hi Adele,

I am just looking at setting up this meeting – are you available on the 7th of March from 12:30pm-1pm?

If this is not enough time, are you by chance available another day? Let me know, and I can check calendars here.

Thanks

From: James Walker <James.Walker@mfe.govt.nz>

Sent: Tuesday, 19 February 2019 4:51 PM

To: Shaun Lewis <Shaun.Lewis@mfe.govt.nz>; Liz Butcher <Liz.Butcher@mfe.govt.nz>; Hinemoa Awatere <Hinemoa.Awatere@mfe.govt.nz>; Tanisha Vithal <Tanisha.Vithal@mfe.govt.nz>

Cc: Amanda Moran <amanda.moran@mfe.govt.nz>

Subject: Fwd: Rigid Plastics

Hi team

Please meet Adele :)

Please provide update in Minister Sages update.

Please incorporate into Action Plan as appropriate.

Also there's an opportunity here to use NZ Plastics Declaration to help push this work of theirs along.

James Walker
Deputy Secretary - Partnerships and Customers
Ministry for the Environment

Begin forwarded message:

From: Adele Rose <Adele@3r.co.nz>

Date: 19 February 2019 at 2:01:51 PM NZDT

To: James Walker <James.Walker@mfe.govt.nz>

Cc: Shaun Lewis <Shaun.Lewis@mfe.govt.nz>, Amanda Moran <amanda.moran@mfe.govt.nz>, Hinemoa Awatere <Hinemoa.Awatere@mfe.govt.nz>

Subject: RE: Rigid Plastics

Good afternoon James, Shaun, Amanda (hi) and Hinemoa

Apologies for delay in reply. I am available for a catch up at your discretion - I will be at MfE on 7th March as a participant in the National Resource Recovery workshop if that suits.

I reiterate that there absolutely is a genuine desire for industry to take the lead in this space - everything you have said below is correct. This is not only in the food and beverage space but in the "waste" plastics space more broadly in which 3R works across.

The Packaging Forum is undergoing a significant restructure this year to ensure that it can be a credible voice in this space. We started this work in July last year and expect this to be completed by 31 March 2019. That includes formalising working agreements with PackNZ and Plastics NZ, as well as finalising an MOU with APCO (Australian Packaging Covenant Organisation) to bring their planning of and workshops for industry to assist in the action behind the 2025 packaging pledges. It includes ensuring that members who produce packaging in plastic sign up to the Govt pledge, and

also includes contributing to the labelling across the two countries in which most of our brands operate.

As I mentioned when we met, we are also keen to commence discussions with MfE to resurrect the Packaging Accord work and to understand how we can lead a "packaging covenant organisation" in NZ. We have strong brand support with over 160 brand members across all sectors of the supply chain and a highly engaged board to see this through.

Product stewardship solution(s) for rigid food and beverage packaging

When the Packaging Forum Board met with Minister Sage at the lunch hosted at the Visy site mid last year, they took on board her challenge to them to come up with some alternative solutions for beverage containers for her to consider. As we already deliver a Glass Packaging stewardship scheme which has a recovery rate of 62% and climbing, we felt that we needed to focus primarily on the plastic side of beverage packaging. After our initial industry meeting, this focus was extended out to all rigid plastic food and beverage packaging as the group recognised that some of the problematic plastics (3, 4, 5 and 7) wouldn't be captured if we focused solely on the typical beverage plastic bottle.

Where we are at with the project is in the fund raising stage to begin the programme of works. Raising funding for the project phase is always the hardest as brands sit on their hands to see what develops. The Packaging Forum itself doesn't charge a membership fee so can't fund work outside of the purpose of its levies (glass and soft plastics) hence the need to secure funding from those that contribute to this waste issue.

I've attached the letter from Chair, Rob Langford which was sent to all members in early Feb. We have commitment from s9(2)(ba)(i)

[REDACTED]. We have a target of securing 80% commitment to funding of the \$140,000 project costs before we can start the design stage - as at writing we are at 35%.

Design Phase

A very high level summary of the design phase is below - we have designed this initial phase to incorporate three key pieces of work: The Incentive to Recycle: A Container Deposit Scheme for NZ; the New Plastics Economy report by SBN and outcomes from the National Resource Recovery - Industry Workshop led by MfE recently. It's the intention to build on what has already been completed by others.

A) Opening (Completed in November 2018)

Purpose and what we want to see out of this initial meeting including agreeing on scope. Recognise those that aren't in the room as they don't have a direct impact either by 1) waste producer, 2) directly involved in the recycling process. Room for other stakeholders in an advisory capacity if we move forward.

These would be:

- Packaging Designers (for consideration of recyclability)
- Cash for Containers groups and managers of Cash for Container schemes in Australia (CCA and Lion)
- Anti-Litter organisations/groups

The output of this initial meeting (Funded by the Packaging Forum) was the release of this document and a call to action (attached)

With funding, the following will occur:

B) Issues – framing the problem of rigid plastic food & beverage containers through the supply chain

- From an LGNZ perspective
 - From MfE's perspective
 - From a distributor of product (eg plastic packaging has its place in food delivery, safety, longevity etc)
 - From a recycler perspective
- Independent Facilitator summarises these.
- We now work through how we balance the needs of all parties

C) Container Deposit Legislation

Shared understanding of need for Container Deposit Legislation as it relates to plastic beverage containers

- Trends internationally – what's emerging in NSW that is relatable to us here in NZ (bring a speaker over from NSW)
- NZ – what work has been done to date – where do we have consensus
- What it is and the drivers for it in NZ
 - Litter reduction
 - Reduce cost impost on rate payers (Auckland Council)
 - Increase recycling rates

D) Current capacity / capability for recyclers and resin producers (note this work has started already)

Hear from recyclers and re-resin suppliers

E) What place is there for a stewardship solutions for rigid plastic food and beverage containers in NZ?

- How could it address the issues framed up in A) above?
- What are the opportunities for onshore processing in NZ – both recycling to re-resin for sale as a commodity globally, and for onshore manufacture of plastic packaging (closed loop) s9(2)(ba)(i)
- What are the circuit breakers? (Mandatory, no free riders likely to be one)
- Converting from non-recyclable solutions to recyclable solutions (framework, support, what needs to happen)

The work from B to E would take 8 months - we proposed Feb to Sept '19

F) Tabling Circular Economy solutions - this would take approx. 3 months to complete and present

- What is a fit purpose stewardship solution(s) for the plastics in scope that recognises investment in current infrastructure, behaviours and markets and accelerates the CE

I hope the above helps and we look forward to maintaining dialogue and receiving suggestions.

Kind regards
Adele

Adele Rose
Chief Executive 3R Group Ltd

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All Packaging is Recyclable by 2025. Want to join us? www.recycling.kiwi.nz

From: Georgia Bishop <Georgia.Bishop@mfe.govt.nz> **On Behalf Of** James Walker
Sent: Monday, 11 February 2019 2:31 PM
To: Adele Rose <Adele@3r.co.nz>
Cc: Shaun Lewis <Shaun.Lewis@mfe.govt.nz>; Amanda Moran <amanda.moran@mfe.govt.nz>;
Hinemoa Awatere <Hinemoa.Awatere@mfe.govt.nz>
Subject: Rigid Plastics

Hi Adele,

We were having a chat to the Minister today about the work you intend on doing on rigid plastics. This came up in the context of container deposits.

As we discussed, there is a genuine opportunity for the industry to take the lead in this space, and demonstrate commitment to stewardship and extended responsibility. Industry has the advantage of being able to move fast, and design a scheme that best supports your businesses and customers. The Minister is keen to hear about the direction, so she can be confident your solutions will also serve the public need.

Are you able to give us an update on where you are at, and then perhaps we can sit down again? Amanda Moran is the Dep Secretary who will take over from me on waste matters. Shaun and Hinemoa are keen to chat too.

Cheers
James

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Roderick Boys

From: Adele Rose <Adele@3r.co.nz>
Sent: Tuesday, 19 February 2019 2:02 PM
To: James Walker
Cc: Shaun Lewis; Amanda Moran; Hinemoa Awatere
Subject: RE: Rigid Plastics
Attachments: L_RLchair_Endorsement_JAN19.pdf; 3RG11828Final_PackagingConversation_2019_A4.pdf

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31 January 2019

Dear Packaging Forum member

Rigid Plastics Stewardship call to action

Following on from the plastic bag ban that takes effect on 1 July 2019 we have seen an increased consumer and government focus on how we as an industry will provide solutions for plastics resulting from food and beverage consumption.

If industry doesn't present Government with sustainable solutions in the short term, it is now strongly implied that they will seek to legislate out plastic types for which no recycling option exists within New Zealand.

This presents a phenomenal chance for the packaging industry to show leadership and develop industry designed and led solutions.

In 2018 Packaging Forum members pledged to make all packaging recyclable or compostable by 2025. This coincided with the pledge a number of members made to Minister Sage's New Zealand Plastic Packaging Declaration, where 15 local and multi-national companies have pledged to use 100 per cent reusable, recyclable or compostable packaging in their New Zealand operations by 2025 or earlier.

In 2019 the Packaging Forum intends to make this pledge a reality by developing actual solutions including stewardship for all rigid plastic food and beverage packaging. This work will be led by product stewardship experts 3R Group contracted to the Packaging Forum.

The Packaging Forum board can't do this alone, we need your input and support. Be part of the conversation, show leadership within the industry, meet consumer demand and demonstrate your brand's commitment to sustainability by pledging your support to this important project.

We are raising \$140,000 which will cover the cost of holding stakeholder working groups, workshopping solutions, testing and validating these and ultimately delivering a business plan to the Packaging Forum board for eventual implementation. The timeline for this commences in February 2019 and is expected to be completed by end of September 2019.

While a number of pledges have already been confirmed, your company can play a key role in making this project a reality by contributing \$10,000 to this cause.

For more information or to commit your organisation's support to this vital work please contact our Project Manager, Dominic Salmon of 3R Group on dominic@3R.co.nz or call 06 872 7235.

Regards



Rob Langford (027 570 8399)

CHAIR

The Packaging Forum

Released under the Official Information Act



EVOLUTION OF RIGID PLASTICS FOR FOOD AND BEVERAGE

Recently the Packaging Forum invited representatives of the food and beverage industry to discuss the future of plastic food and beverage packaging.

Present at the meeting were representatives from food and beverage brands, packaging manufacturers, designers, recyclers and retailers - who all came to an agreement that a better solution for rigid plastic packaging for food and beverage was required and supported.

Thank you for becoming part of the solution!



PACKAGING DESIGN - THE PRODUCT

Packaging is not just an object to facilitate the sale of the product, it is very much an intrinsic part of the product and the brand. Plastic packaging design has reflected this with considerations including (but not exclusively) – keeping consumers safe by meeting legislative requirements around food safety and labelling, keeping pricing down through manufacture affordability and meeting product branding requirements to create a point of difference. Environmental considerations are becoming just as important in the packaging design process; specifically reusability, recyclability and brand responsibility of a product's packaging at end of life.

THE CUSTOMER - THE DRIVER

The conscious consumer is here to stay and news travels faster than ever. Brands are continually receiving feedback on their product and the environmental impact of a product is now a proven purchasing point. Packaging design and environmental claims must be considered and authenticated.

TERRITORIAL AUTHORITIES - THE BURDEN

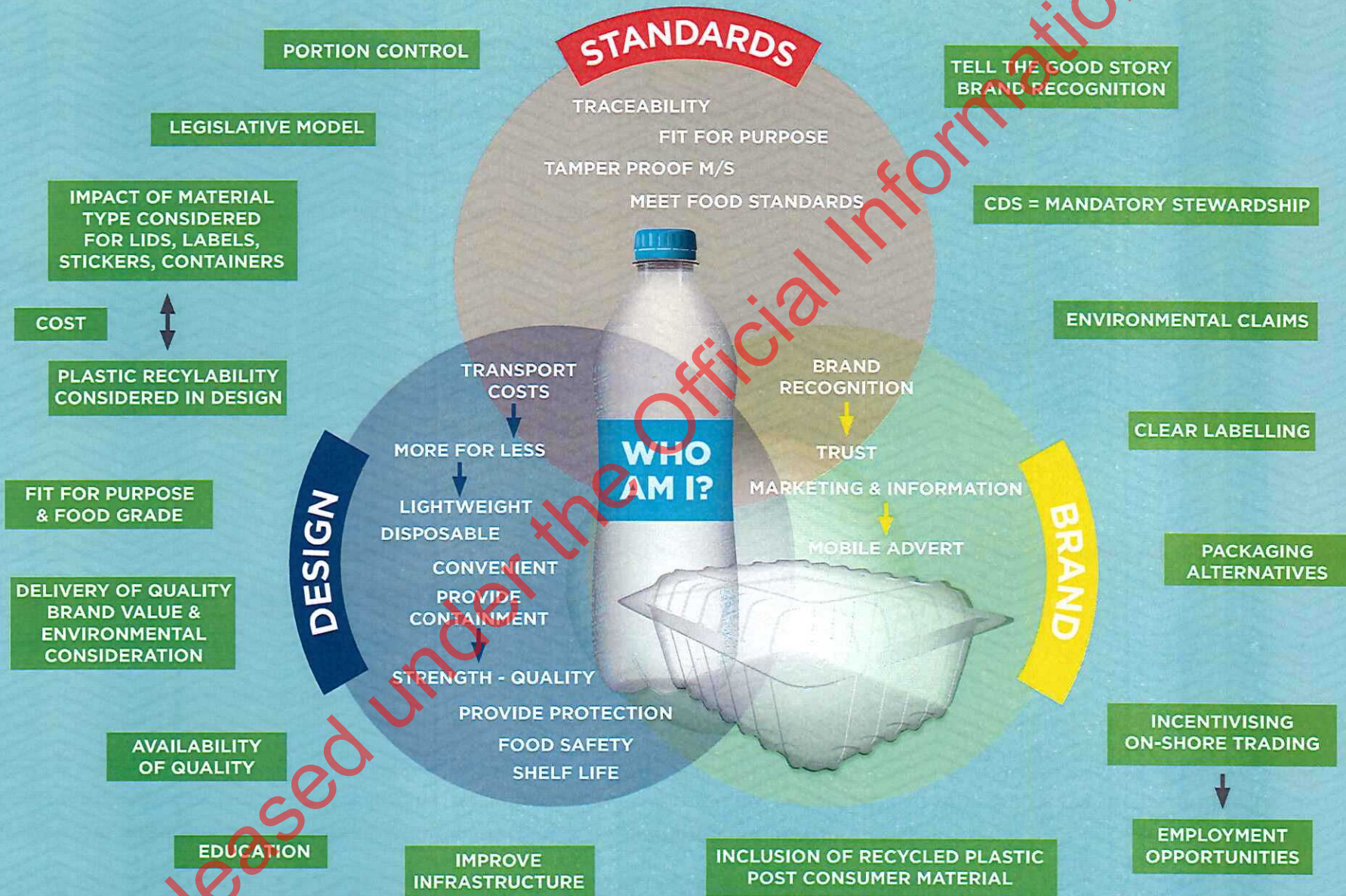
Within New Zealand the full burden of dealing with rigid plastics lies with council/ratepayers. Councils are tasked with providing funding for the public education, infrastructure and facilities to collect, sort and manage plastic packaging recycling.

EXTERNAL FACTORS - THE MOTIVATION

A number of external factors are signalled and likely to drive change:

- Market availability:** The impact of China enforcing greater environmental regulation on imported material has impacted the current recycling model. New Zealand currently lacks onshore processing capability and the cost using current methodology to get recycled materials in the condition/type needed to the existing infrastructure is prohibitive.
- Consumer pressure:** Consumers are more informed than ever before and, with the advent of social media, have the ability to be more engaged eg single use plastic bags change driven from the ground up with some exceptions such as The Warehouse and Countdown.
- Legislative change:** The touted Container Deposit Legislation (CDL), which is mandatory stewardship for this packaging, and waste levy changes would impact significantly on the status quo.

MINDMAP OF INDUSTRY CONVERSATION



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PLASTIC STEWARDSHIP - THE OPPORTUNITY

There is the need to show leadership and develop industry designed and led solutions.

The potential options would be required to meet social and environmental needs but also provide the prospect for industry to maximise commercial opportunities such as investing in onshore processing infrastructure, supporting research & development into alternative materials, minimising input costs, taking advantage of new revenue streams and building customer satisfaction and loyalty. Further priorities would be to work with local government to divert plastic from landfill, minimise the cost of recycling and attract local economic development.

THE START OF A JOURNEY

There is much discussion around plastic food and beverage packaging types and their recyclability. This also includes alternative packaging types and their standardisation. Essentially:

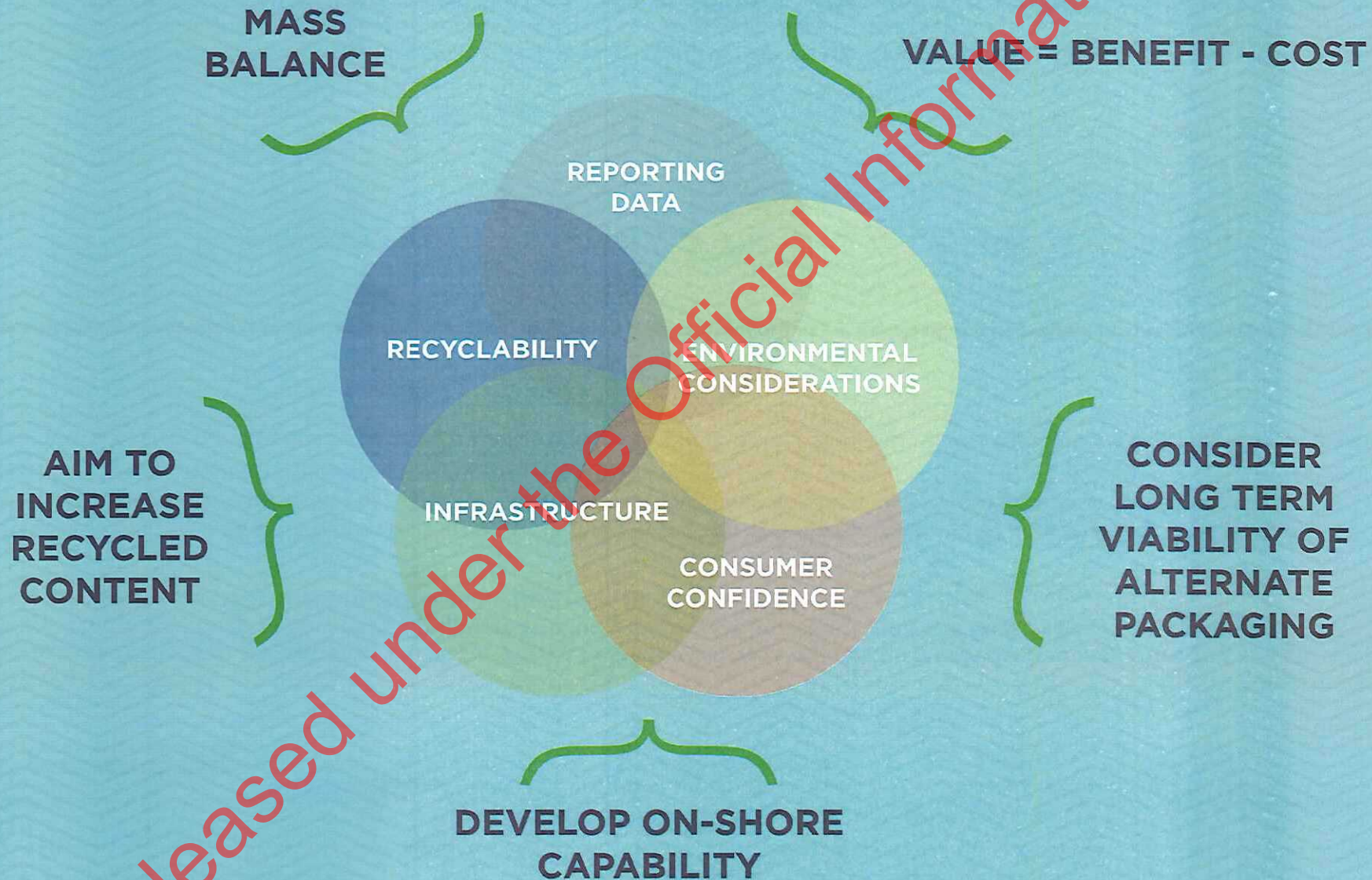
- Growing desire by NZ business to improve environmental performance
- The plastic recycling status quo is being questioned and proven to not work
- Alternative packaging and alternative waste treatments are not the answer in isolation
- The gap between product design and environmental consideration needs to shrink
- Onshore processing capability can be improved with improved quality of post-consumer material

AIMS

- To include recycled content into food and beverage packaging
- To promote collection options that will improve the quality of material available for processing
- To invest in on-shore processing capability for New Zealand post-consumer plastics
- To remove ambiguity about packaging environmental claims and ensure alternative packaging types are standardised

The key considerations for a product stewardship solution involve not only packaging design but also recyclability, infrastructure, environmental considerations, consumer confidence and reporting data.

KEY CONSIDERATIONS FOR A PLASTIC STEWARDSHIP SOLUTION



NEXT STEPS

Please note one of the actions of our meeting was to seek input from attendees on a proposed course of action and to increase the scope beyond beverage containers to rigid plastic food and beverage packaging. You are now invited to demonstrate your brand's commitment by pledging your support to this project.

We welcome your consideration to committing to developing long term options for rigid plastic beverage and food containers. The timeline for this commences in February 2019 and is expected to be completed by end of September 2019. This model will require financial contribution from participating industry players across the whole supply chain to develop this project to fruition. We are now seeking commitment from organisations directly involved in the manufacture, processing and recycling of rigid plastic food and beverage packaging. The indicative cost would be \$10,000 per contributor, payable at milestone intervals.

Please email your commitment to this worthwhile project to dominic@glassforum.org.nz on behalf of The Packaging Forum by Friday 8th February 2019.

For more information, contact:

Dominic Salmon | 3R Group, on behalf of The Packaging Forum
021 563 060 | dominic@3r.co.nz

THE
PACKAGING
FORUM



Roderick Boys

From: Adele Rose <Adele@3r.co.nz>
Sent: Monday, 26 February 2018 9:41 AM
To: Nigel Clarke
Subject: Visit with Minister Sage
Attachments: 3R Group Overview + Case Studies.pdf; 3RG10890_A4_Profile_NZBPT Sep17.pdf; 3R Capability Statement Feb 18.pdf

Morning Nigel

1.55 – 2.35pm, 2nd March 2018 – Proposed Agenda

1.55pm – 2pm Brief introduction to 3R and team
 2pm – 2.10pm 3R's role in developing product stewardship solutions for difficult to manage waste streams for industry
 2.10 – 2.15pm Recap on Tyrewise and 3R's capacity to assist Ministry with tyre stewardship work
 2.15 – 2.20pm How 3R manages any conflicts between scheme development and scheme delivery
 2.20 – 2.30pm Minister's thoughts on using tools within the WMA2008 and other regulatory tools to encourage the circular economy in NZ – for example putting a financial cost to the externalities to show the true picture of product (water, waste, pollution)
 2.30 – 2.35pm Invitation to take a tour of O-I Glass Production and Visy Glass Recovery plant prior to discussion with GPF Steering Committee to discuss potential container deposit legislation and GPF focus for next 7 years (re-accreditation period)

Those attending (Nigel this will depend how many will be attending from the Minister's team as our meeting room fits 8, however we can take a less formal approach and sit in the lunchroom which can fit much more)

- Adele Rose, CE (managed Tyrewise – the industry working group to develop a mandatory stewardship solution for ELTs and led the Agrichemical Review 2012 "Maximising Effectiveness of Product Stewardship for Agricultural Chemicals and their Containers in New Zealand", Circular Economy Accelerator champion (Sustainable Business Network), Council member of the Sustainable Business Council, Member of the Institute of Directors)
- Dominic Salmon, Business Development – Sustainable Solutions (key customer, Glass Packaging Forum, Aquaculture sector, developed Waste Management Plan for Gisborne Council 2018)
- Trevor Tutt, Operations Manager (key customers, Resene PaintWise & Dulux Paint & Packaging takeback, responsible for R&D to create value out of diverted waste stream for all customers)
- Jason Richards, National Programme Manager – Chemicals (Manages our ChemCollect service, administers the DDT Muster (WMF Funded), Council liaison, Chemical Manufacturer liaison)
- Sarah Clare, Programme Development Manager (key customer Rebound Mattress Recycling, contact for Pharmaceutical Stewardship for unused/unwanted medicines)
- Toni By, Marketing & Communications Manager (key customer SeatSmart Child Restraint Recycling, behaviour change campaigns for all customers)

I've attached our case studies, our NZ Business & Parliament Trust handout and our Capability Statement which has some bios which might be useful.

Adele

Adele Rose
 Chief Executive

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nz.linkedin.com/in/adelecrose

Support the circular economy in NZ by adopting extended producer responsibility. Find out how...www.3R.co.nz

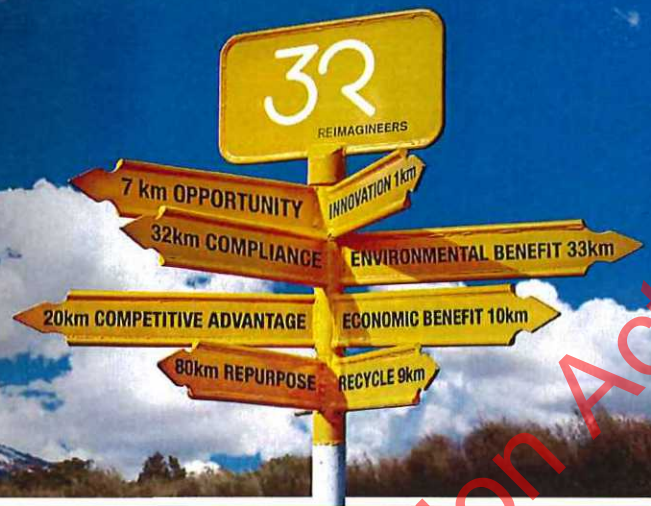
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Tailor-made solutions

3R Group is your partner for waste reduction and resource recovery.

We say partner because that is exactly what is required. Every business, council or industry we work with differs in their requirements, so 3R works closely with you to assess what you are trying to achieve and how we can make that happen.

Whether you are looking for a simple waste audit, want to take responsibility for your products at their end of life or meet new environmental or compliance requirements, 3R can help.



Waste Reduction

There's a reason "avoidance" and "minimisation" are at the top of the Waste Hierarchy – it's one of the most effective things you can do to reduce your impact on the environment. And critically, it can save you money. We can look at your inputs and outputs and make recommendations to reduce your waste bill.



Waste Audits and Assessments

As they say, "you can't manage what you don't measure". That's just as true about your waste as anything else. Getting an accurate picture of what you are putting in the bin and recycling is critical to understanding your current situation and planning your next steps. 3R can also help you consider the value of your natural capital – those things which we so often take for granted, like water, soil and climate, but which can hinder the growth of our businesses and the quality of our lives. 3R also works at a regional or district level, assisting councils assess their Waste Management and Minimisation Plans and providing independent expert advice.



Resource Recovery

Many highly recyclable materials end up in landfill. These wasted resources could be reused, repurposed or recycled reducing the need for virgin materials. Allowing end-of-life products to re-enter the production cycle is critical to the development of our circular economy. At 3R, we use our expertise to find existing markets for this 'waste' or collaborate with others to create innovative solutions for recovered materials. Ensuring contamination is minimised so materials retain their value is critical to reintroducing them into production.

Behaviour Change

Research and personal experience prove that just because you know something is good for you, doesn't mean you do it. Making good environmental choices is no different. That's why 3R apply evidence-based behaviour change principles to all our work, from national campaigns to getting buy-in from your staff for a new sustainability initiative, ensuring the best possible outcome.

Product Stewardship

Helping businesses take responsibility for their products at the end of their life and recover the resources they contain underpins the development of a strong circular economy. Stewardship also addresses a pain point for your customers – that of disposal of a product they can no longer use. Additionally, stewardship provides a mechanism to encourage manufacturers to design products that can be repaired rather than replaced, that have longer life spans, and to use more recyclable materials. We work with individual companies or industry-wide groups to design, deliver and manage product stewardship programmes for the benefit of business, community and the environment.



Certification and Compliance

Our personal experience with ISO14001, carboNZero™ and Ministry for the Environment product stewardship programme accreditation sets us in good stead to help you achieve your certification goals, or put in place processes and procedures to help you meet quality assurance standards.

Combining imagination and science to repurpose waste!

Take a fresh look at your waste



Consumers demand authenticity

The internet and social media has put unprecedented scrutiny on businesses by their customers. There is also a willingness on the part of consumers to hold businesses to account and test their authenticity.

3R can help you make real changes with positive measurable impacts for your business, your customers and the environment. However you view it, it's all good news! Here are just some of the benefits.

• Cost savings 	• Providing employment opportunities 
• Gaining new markets or customers 	• Improving environmental outcomes 
• Retaining existing customers 	• Reducing reliance on virgin materials 
• Complying with quality assurance requirements 	• Supporting New Zealand's circular economy 

We walk the talk

We work hard within our networks and in the wider community to encourage all New Zealanders to live and work within the limits of our planet. We also set high standards for our own business.



- ISO 14001 Environmental Management Standard – 3R operates our business, and the programmes we manage, to this standard, ensuring best environmental practice and a culture of continuous improvement.
- Sustainable Development Report (SDR) – this annual report outlines our efforts to add value on a financial, human, social and environmental level - it's our commitment to transparency.
- carbonZero™ - we measure and minimise our carbon emissions, offsetting the remainder with carbon credits from the Hinewai Reserve on Banks Peninsula.
- Million Metres Stream Project – for every tonne of chemicals collected through our ChemCollect service, 3R donates \$200 to a Million Metres Stream Project, protecting and restoring our waterways.

If you'd like to take a fresh look at your waste, get in touch!

3R Group Ltd | 0508 3RGroup | 06 872 7235 | info@3R.co.nz | www.3R.co.nz

combining imagination and science to repurpose waste



CASE STUDY AGRICULTURE



Agrecovery

Our agriculture sector uses millions of litres of chemicals each year. Potentially harmful plastic containers and unused chemicals are regularly burned or dumped, polluting our air, land and water to the detriment of human and animal health, jeopardising "brand NZ".

Initiative: Agrecovery Rural Recycling Programme – product stewardship solutions for agrichemicals and their packaging

Client: Sustainable Farming Fund / Ministry for the Environment / Agrecovery Foundation

Brief:

- Define the problem and develop business plan for container recovery in NZ (2003-04)
- Develop programme structure and governance model to own the programme (2005-06)
- Define the problem and develop business plan for chemical recovery (2008-09)
- Ongoing programme management (2007-2017)

3R Role: Development / programme design / stakeholder engagement / project management



A world class solution

3R designed Agrecovery Rural Recycling to provide a responsible and sustainable nationwide solution for chemicals and their containers, operating it in line with international best practice, including ISO 14001 environmental standards.



Passion and commitment

3R Group was a driving force behind the Agrecovery programme from inception to its 10 year anniversary. 3R designed the programme with the industry and managed it nationwide until June 2017.

Like any industry-wide programme that seeks to change traditional behaviour, Agrecovery had its challenges. 3R's passion and vision for the programme was integral to its first 10 years of success.

"When you talk to 3R, you talk to experts in product stewardship who have a proven track record of delivering results within budget."

*Graeme Peters; Former Chair,
Agrecovery Foundation*

2002 - 2004

Worked with primary sector to define the problem and develop business plan for implementing agrichemical container recovery in NZ.

2005

3R commissioned to develop Agrecovery and the governance model to 'own' the programme

December 2006

Establishment of the Agrecovery Foundation. 3R contracted to implement and manage programme

April 2007

Container recycling programme launches with 12 brand owners and 22 collection sites

September 2007

World first 3R-designed mobile processing truck hits the road

July 2009

Chemicals programme launches, replacing disparate regional and local government retraction schemes

April 2010

Number of supporting brand owners for container programme reaches 50 and over 70 collection sites are in operation across NZ

October 2010

Ministry for Environment accredits Agrecovery container and chemical recycling as Product Stewardship Programmes under the WMA 2008

February 2015

Large drum programme launches with free on-property collection

June 2017

3R completed 10 years of management of Agrecovery, having recycled 1.7 million kg of container plastic and recovered more than 100,000 kg of chemicals.



3R-driven solutions:

- Development of a product stewardship organisation (Agrecovery Foundation) providing transparency and industry-wide governance and representation
- Fully supplier-funded levy model (starting with 12 brand owners and reaching 65 by 2017), allowing users free recycling of their HDPE packaging and access to chemical collection and disposal
- Development of mobile shredding technology, allowing efficient processing and transport of collected materials to recyclers
Creation of award-winning Smart Member Services (SMS) software, enabling users to simply download auditable reports of their recycling activity and industry to track group performance
- Development of recovery or recycling programmes for other materials, including in 2009 commencing the collection and disposal of unwanted or expired agrichemicals, replacing disparate regional and local government retraction schemes
- Enhanced scheme's credibility for brand owners and users alike through applying for government accreditation, and in 2010 Agrecovery Containers and Chemicals were accredited by the Minister for the Environment as Product Stewardship Programmes under the Waste Minimisation Act 2008



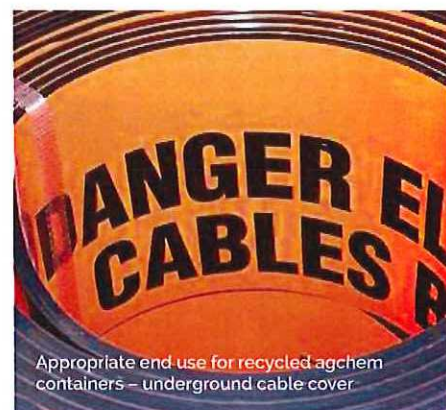
Visible impact

"Without 3R's professionalism, expertise, dedication and innovation these rural recycling programmes wouldn't be as successful as they are"

Lew Metcalfe: Agricultural Policy & Sustainability Advisor and former Agrecovery Chairman

By the end of our 10 years of programme management, Agrecovery had achieved some major milestones:

- more than 1.7 million kg of container plastic recycled,
- 100,000 kg of unwanted chemicals recovered from rural properties,
- 65 brand owners financially supporting the programme, and
- nearly 13,000 farmers, growers and contractors registered with the programme.



Appropriate end use for recycled agchem containers – underground cable cover

CASE STUDY PAINT & TEXTILES



Resene PaintWise

It is estimated that every New Zealand household has 12 – 15 litres of old paint in their sheds (approximately 20 million litres). Uncontrolled, the disposal of paint is highly damaging to the environment and human health.

Initiative: Resene PaintWise

Client: Resene Paints Ltd

Brief: a) Further expand on Resene PaintWise concept developed by Resene from trial scale to nationwide roll-out (2004)
b) Operate Resene PaintWise on an ongoing basis through 65 stores

3R Role: Resene PaintWise programme manager and leader of PaintCrete™ Partnership



Lending a helping hand

At a crucial point in the development of Resene PaintWise, Resene asked 3R to conduct a six month paint take back trial in one store. Following the success of this, 3R were engaged to manage the programme on an on-going basis.

" Meeting with 3R in mid-2004 was timely, providing much needed impetus, resource and know how to take the Resene PaintWise concept from trial to permanent rollout."

Karen Warman, Marketing Manager, Resene



From waste to resource

Resene charges a levy at point of sale which enables customers to drop off any unwanted Resene paint or packaging at most Colorshops for free, with other brands attracting a small fee.

Unwanted paint and packaging is consolidated from all participating stores by 3R. Steel and plastic are sorted at 3R's plants in Auckland and Christchurch and sent for recycling. Solvent and waterborne paints are separated for diversion to the appropriate end use.

Resene
PaintWise

1999

Resene starts considering paint and packaging recovery concept

Mid 2004

Resene engages 3R to conduct 6 month paint take back trial in one store

July 2005

3R develops business plan, obtains stakeholder support Resene Foundation established

August 2005

PaintWise launches in Upper North Island and 3R introduces world first mobile processing technology

July 2006

Commenced development of innovative end use options for adding waste paint to cement and concrete. PaintWise launches in South Island

July 2007

PaintWise launches in Lower North Island, completing nationwide rollout

September 2007

3R wins Sustainable Business Network Innovation Award for mobile processing technology

June 2008

Resene PaintWise wins Green Ribbon Award

April 2011

Scheme accredited by the Ministry for the Environment under the Waste Minimisation Act 2008

Ongoing

Further development of industry wide paint and packaging programme in NZ



10 years and 2 million packs later!

In 2014, Resene PaintWise reached its 10th birthday having achieved the following:

- Over 2 million separate items collected for recycling
- Over 400,000 kg of steel and 200,000 kg of plastic recycled
- Over 500,000 litres of solvent-borne paint sent for solvent recovery
- Over 190,000 litres of paint donated for social projects and to cover graffiti



Innovation in collected materials

Critical to the on-going success of a paint take back programme is finding innovative solutions for the waste paint.

3R is driving the use of waste paint to replace virgin materials in concrete and related applications, underpinned by testing by University of Auckland.

To achieve this, we're working with Resene and the concrete industry on a collaborative model to deliver a product called PaintCrete™.

"PaintCrete™ is an exciting new development that makes use of waste paint into concrete. 3R has been the key to the whole PaintCrete partnership. They got it started, they collect the paint, they ensure quality and deliver that to the concrete operations and without that backing behind it, PaintCrete just wouldn't work."

Len McSaveney: Former Market Development Manager, Golden Bay Cement NZ



What's next for 3R and PaintWise?

Following the success of Resene PaintWise, 3R is supported by Resene to continue developing efforts with manufacturers and retailers to implement a NZ-wide stewardship programme, and are working on opportunities to commercialise PaintCrete™ and other beneficial end uses of waste paint in Australia.

For more information visit www.paintwise.co.nz



SeatSmart

Many people don't know that child car restraints (car seats) have a fixed life span of between 6 and 10 years. Industry data shows that more than 40,000 seats expire each year in New Zealand creating a disposal problem of more than 160,000 kg of waste. The majority of this waste has been going to landfill despite being highly recyclable, or is sold or donated regardless of expiry date.

Initiative:	SeatSmart: Product stewardship options for end-of-life car seats
Client:	Key industry stakeholders
Brief:	Enable retailers and organisations to work together to deliver a consistent, nationwide approach to the responsible disposal of car seats and increase awareness of car seat expiry dates
3R Role:	Project manager and on-going programme manager
3R Approach:	Industry collaboration



Solution Seekers

3R became involved with child car seat recycling when former 3R project manager and Mum of two, Michelle, was told to take an expired car seat to the dump.

Based on 3R's previous experience developing stewardship programmes and working with difficult to recycle products, we knew there could be a better environmental outcome than landfill.

3R researched the problem, the industry, overseas experience, the materials and options for recycling, and then secured funding and support for the project.

3R have also been the driving force behind moving the project to the next phase - national rollout.



Collaboration

The collaborative industry-wide project team was brought together by 3R Group to design and develop a product stewardship programme for expired car seats that would reduce waste to landfill and raise consumer awareness of expiry dates on car seats.



October 2013

3R research current car seat disposal options

January - February 2014

Auckland Council confirms funding and initial project meeting held with stakeholders

May - June 2014

Recycling trials with Abilities, Corrections and Plunket. First 300+ seats recycled

July - September 2014

Product Stewardship scheme options discussed and initial Business Plan and financial model developed based on Advanced Disposal Fee

February - March 2015

Revised business plan and financial model based on shared funding with consumer and industry

April 2015

Collection trial commenced in Auckland, Hamilton, Hastings and Nelson

October 2015

Collections extended to Christchurch thanks to funding from Sustainable Initiatives Fund (SIFT)

April 2016

Official programme launch in six centres - Auckland, Hamilton, Tauranga, Hastings, Nelson and Christchurch.

June 2017

5,000th seat recycled.

Ongoing

Ongoing programme development and pursuit of product stewardship model



Project milestones

Led by 3R, the project team are worked through a series of milestones to confirm the recyclability of materials, understand costs and potential issues, develop a voluntary stewardship model, and prepare a business plan ready for roll out across New Zealand.



Positive outcomes for New Zealand

While the key manufacturers and retailers decided not to fund a stewardship model, 3R launched a user pays recycling programme to prove demand for such a scheme.

From project launch to June 2017, SeatSmart has:

- diverted 5,400 car seats from landfill
- recycled approximately 18,000 kilograms of polypropylene plastic
- recycled approximately 2,700 kilograms of metal
- repurposed webbing straps through companies making bags from repurposed materials



SeatSmart will continue to:

- encourage the industry to adopt a stewardship approach
- raise awareness of car seat safety and expiry dates
- reduce the volume of car seat materials going to landfill

For more information visit www.SeatSmart.co.nz



Can we help you?

It's our view that a similar collaborative industry-wide approach could be applied to numerous other consumer products that are currently ending up in landfill. If you have a product that you manufacture, sell or use that could benefit from a similar project, give us a call... We're sure we can help!

CASE STUDY HOUSEHOLD GOODS



Rebound Mattress Recycling

It is estimated nearly 300,000 mattresses and bases are sent to landfill every year in New Zealand. When stacked one on top of another, they would reach the edge of space!

Initiative:	Rebound, a voluntary product stewardship programme for end-of-life mattresses and bases
Client:	A 3R-initiated programme to tackle a prevalent waste issue
Brief:	Work with industry, councils and landfill operators to provide a simple and accessible solution enabling consumers to responsibly dispose of unwanted mattresses and bases
3R Role:	Initiator, project manager and on-going programme manager
3R Approach:	Industry collaboration



From waste to resource

The Rebound project was initiated by 3R following discussions with mattress manufacturers and observations of international developments in mattress stewardship and recycling.

Our experience designing and delivering stewardship and waste-to-resource programmes means we know there can be a better environmental outcome for mattress materials. This was reinforced by the success of international programmes. And so, in February 2015, 3R invited industry stakeholders to join a collaborative cross-sector project team to help develop a programme.



Proven concept

International recycling programmes and our own recycling trials show that we could potentially recycle between 70% and 90% of mattress materials. An average mattress is made of steel springs and wood (both 100% recyclable), polyurethane foam which can be recycled into foam carpet underlay, coir - a natural product from coconut fibre with various reuse options - and textiles (currently non-recyclable).

Funding will be provided by the industry, local and central government, and consumers.



- **March 2015**
Initial project meeting held in Auckland
- **April to December 2015**
Project phase includes research, dismantling trials, material testing and development of business plan
- **December 2015**
Funding support confirmed from Auckland, Hastings District and some Canterbury Councils
- **February 2016**
Commence discussions with bedding manufacturers, importers, and retailers outside the project team
- **July 2016**
Granted implementation funding from the Waste Minimisation Fund administered by MfE. Target Auckland, Hawke's Bay and Canterbury
- **October 2016**
Consultation and workshop at WasteMINZ Conference
- **May 2017**
Three-month trial with Big Save Furniture Napier and Hastings
- **August 2017**
Mattresses collected from Ronald McDonald House
- **Ongoing**
Discussions continue with stakeholders to establish a permanent programme



Problematic waste stream

3R were aware that unwanted mattresses are not simply a problem for consumers when they are no longer needed but part of a much wider issue.

Anecdotal evidence, confirmed by research during the project phase, showed that councils regularly deal with illegal dumping, while charities get unwanted donations of mattresses they cannot sell and have to pay to dispose of them.

Further down the waste stream, landfill operators find mattresses difficult to handle as they are bulky, not easily compactable, cause issues during gas pipe drilling and they get caught in machinery, which poses health and safety risks for staff. There are also general health risks to consider, as it's suggested that at the end of its life a mattress weighs 50% more due to moisture and organic contamination.



Weighty benefits

With an estimated 300,000 units discarded annually, a mattress recycling programme could divert up to 7 million kilograms of material from landfill.

Less waste to landfill means these sites can serve their communities longer, while recycling materials reduces the need for virgin materials to be produced, which in turn reduces carbon emissions and waste created during their processing. The dismantling and collection processes can support social and community enterprises by creating jobs, while the recovered materials, like foam, metal and wood, can feed new business opportunities.

Creating this synergy of economic and environmental benefit, which also supports the development of a circular economy in New Zealand, is something 3R is passionate about.

For bed manufacturers and distributors there is a positive spin off in providing such a broad range of benefits from what is a simple problem for their customers – what to do with an unwanted mattress. According to Colmar Brunton's "Better Future, Better Business" reports, consumers care, and they are looking for brands and organisations that do too.



Want to get involved?

If you manufacture, import or sell mattresses and bases in New Zealand you are in the best position to not only help us make the solution a reality, but to benefit from proven consumer demand for a positive disposal option for mattresses and bases. Get in touch to play your part in this unique sustainability story.



CASE STUDY AUTOMOTIVE



Tyrewise

Around 4 million passenger tyres and 1 million truck and other tyres reach their end of life in NZ each year. A small proportion of these are responsibly recycled but most are not, resulting in over 50,000 tonnes of material waste annually.

Initiative:	Tyrewise: Product stewardship options for end-of-life tyres (ELTs)
Client:	Key industry stakeholders and the Ministry for the Environment
Brief:	Enable the tyre and vehicle industry to work together to deliver a consistent, nationwide approach to the responsible disposal of ELTs (2012-present)
3R Role:	Project manager and on-going facilitator of the Tyrewise Working Group communications
3R Approach:	Industry collaboration



Industry driven solution

Recognising the failure of previous efforts to create a solution for ELTs, 3R with MTA enlisted support from a number of key stakeholders and was able to approach the MfE for funding to tease out a new solution.

A successful funding application through the Waste Minimisation Fund (WMF) supplemented by industry enabled 3R and MTA to bring together a working group of ten industry representatives. The Group was then charged with investigating and recommending nationwide stewardship programme options for ELTs within a tight 18 month project timeframe.

"One of the successes of the Tyrewise project was the opportunity to build constructive partnerships for the first time with Bridgestone and Goodyear/Dunlop that helped us all achieve the objectives of stewardship for end-of-life tyres as well as creating new channels of communication that endure beyond the completion of the project"

Billie Watmuff; Former General Manager, Value Tyres Ltd (importer / reseller) – representing independent tyre importers and distributors on the Tyrewise working group.

TYREWISE 
SOLUTIONS FOR ENDOFLIFE TYRES

March -April 2011

3R approached by MfE to jointly develop a submission to WMF using 3R's links to World Business Council for Sustainable Development Tyre Working Group as example of best practice

May 2011

3R and MTA bring together committed stakeholders and supporters and obtain letters of support for ELT project

June 2011

3R and MTA write to Minister for Environment to follow a Priority Product Pathway for ELTs

March to April 2012

Working Group formed after MfE announced funding support through WMF and project begins

April 2014

Final project milestone completed and report submitted to Minister for the Environment

June 2014

Govt releases discussion document on Priority Products including tyres

May 2015

MfE Waste Tyres Economic Research Report on intervention options to promote investment in onshore waste tyre recycling released

July 2015

Group met with Minister for Environment to address his concerns about progressing mandatory stewardship

September 2015

Group resolved to continue call for mandatory stewardship

Ongoing

Discussions with MfE and key stakeholders to progress mandatory stewardship pending government's final decision to declare priority product. Tyre tracking initiatives commence.



On time and within budget

Consensus driven: Representing the full spectrum of tyre manufacturers, distributors, consumers and recyclers the Working Group were tasked with ensuring stewardship options were viable and acceptable to the market.



Fact Based: 3R spent considerable time investigating the plethora of recycling options for ELTs, ranking their cost efficiency, resource utilisation and viability in NZ's physical and legislative environment against social, economic, regulatory, cultural, technological and environmental criteria.



Thorough: As a potential ground-breaker with Priority Product legislation, we were required to cover new and complex ground in making recommendations. Examples of research completed during the project by 3R include:

- Investigation of regulatory requirements for priority product declaration under the WMA 2008 (the Working Group's preferred approach)
- Full financial modelling of the preferred stewardship options
- Cost benefit analysis of differing stewardship models vs. the status quo
- Development of preferred governance structure/legal entity for a product stewardship organisation



Ready to go: A model for a self-funded world best practice scheme creating new recovery opportunities, supporting R&D and end use options was delivered and ready to go. This scheme is fair and transparent for industry and consumers.



Collaboration and Leadership

While waiting for the government's decision on tyres as priority product, 3R continues to work with the Working Group to further the stewardship of ELTs in New Zealand.



Can I pass on my thanks to the 3R team for all the hard work in getting the project to where it is now, I think you guys have done a great job, all we need now is for the minister to agree and we can start waving the flag

Brent Aitken: Taupo District Council, representing local govt. on Tyrewise working group / Chair of WasteMINZ Territorial Authority Forum

For more information visit www.tyrewise.co.nz

CASE STUDY PAINT & TEXTILES



DULUX®

It is estimated that every New Zealand household has 12 – 15 litres of old paint in their sheds (approximately 20 million litres). Uncontrolled, the disposal of paint can be highly damaging to the environment and human health.

Initiative:	Dulux Paint and Packaging Take Back Programme
Client:	DuluxGroup (New Zealand) Pty Ltd
Brief:	<ul style="list-style-type: none"> a) Develop take back concept from trial scale to nationwide roll-out (2009-present day) b) Operate programme on an ongoing basis (2009-present day)
3R Role:	Programme manager



Collaboration is key

3R has been working with industry participants since 2000 to create an industry-wide paint and packaging take back scheme for New Zealand. From this work came engagement by Dulux to create a take back scheme for their trade clients.



From waste to resource

The take back programme enables trade customers to drop off any unwanted Dulux paint or packaging at most Dulux trade stores, with other brands attracting a small fee.

Unwanted paint and packaging is consolidated from all participating stores by 3R. Steel and plastic are sorted at 3R's plants in Auckland and Christchurch and sent for recycling. Solvent and waterborne paints are separated for diversion to the appropriate end use.



Savings through stewardship

As part of the recycling program Dulux identified that by measuring their stores on the amount of tinter waste left in containers, they were able to make considerable savings and also reduce the amount of useable tinter going through to the recycling process.

April 2009

3R engages with Dulux to create an industry-wide paint and packaging programme

Oct 2009

Dulux Paint and Packaging Take Back programme commenced in 18 trade stores

July 2011

43,000 litres of paint and over 70,000 plastic and steel packaging units recovered so far

March 2012

Dulux paints reground to a resin and used in manufacture of mixing sticks

June 2014

Programme expands to a further 6 stores, including 5 Guthrie Bowron stores

Ongoing

Further development of industry wide paint and packaging programme in NZ



5 years and 250,000 packs later!

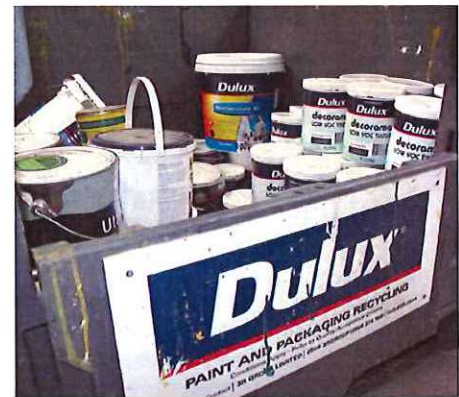
In 2014, the Dulux Paint and Packaging Take Back programme reached its 5th birthday having achieved the following:

- More than 250,000 separate items collected for recycling
- More than 27,000 kg of steel and 57,000 kg of plastic recycled
- More than 50,000 litres of solvent-borne paint sent for solvent recovery
- More than 110,000 litres of waterborne paint recovered



"3R make it possible for Dulux to recycle much of our post consumer product, which enables us to take greater responsibility for the full life cycle of our products. They are pro-active and manage things smoothly while suggesting ways to improve."

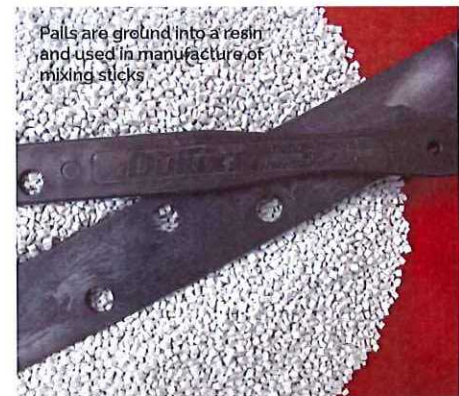
Murray C Gray: Dulux National Trade Stores Manager



What's next for 3R and Dulux?

3R is continuing efforts with manufacturers and retailers to implement a NZ-wide stewardship programme, and are working on opportunities to commercialise PaintCrete™ and other beneficial end uses of waste paint in Australia.

For more information visit www.dulux.co.nz/sustainability



Palls are ground into a resin and used in manufacture of mixing sticks

CASE STUDY FOOD PRODUCERS



Westland Milk Products

As part of their commitment to sustainability and the local community, Westland Milk Products have been working with 3R Group to help provide a solution for some of the waste generated by their milk factory.

Initiative: Westland Milk Products Recycling Programme (2010)

Client: Westland Milk Products (WMP)

Brief:

- a) Identify and improve waste management practices at WMP dairy factory (2010- ongoing)
- b) Design a farm recycling solution for WMP suppliers (2010 - ongoing)
- c) Ongoing factory and farm programme management (2010-ongoing)

3R Role: Development / programme design / stakeholder engagement / project management



ISO 14001 Environmental Management

ISO 14001-certified Westland Milk Products contacted 3R Group following an ISO audit which identified areas for improvement. WMP were seeking assistance implementing a management plan for HDPE and PP plastic waste. 3R Group is ISO 14001 certified and experienced in managing potential hazardous waste. This, as well as our relationship with on farm auditors AsureQuality, made us the perfect partner for WMP as they developed their code of practice.

This work was part of a wider WMP project to improve environmental practices at their Hokitika factory, promote sustainable practices to all staff and farmer suppliers, and meet the environmental expectations of international customers.



Collaboration

Working closely with WMP to gain a full understanding of their industry and their dairy operation is key to a successful partnership and positive audit results.

Westland promotes sustainable practices to meet the environmental expectations of international customers. Adoption of 3R's ISO 14001 certified programmes ensures we lead the NZ dairy industry in sustainable recycling initiatives, and gives a visible platform to promote that positioning in the marketplace.

*Chris Pullen, Environmental Manager,
Westland Milk Products*

December 2010

WMP contact 3R following identification of ISO 14001 audit areas for improvement

January 11

Memorandum of understanding signed outlining shared objectives

April 11

Signed contract for delivery of recycling services and delivered bundled bins to the factory

June 11

Bundled shipping container on site to provide consolidation point for plastic HDPE and PP containers and 200L drums

July 11

Developed Standard Operating Procedures, manuals, signage to help manage the process. Commence training line managers

August 11

Launched on property waste minimisation activity for shareholders

Ongoing

Continue to work together around innovative solutions for other materials



Whole of supply chain approach

We also use a whole of supply chain approach to identify further opportunities to reduce waste across both factory and farm operations. Often the less obvious waste products provide excellent opportunities to divert significant volume from landfill. Two such examples are milk testing bottles (up to 1000 per day in peak production periods) and bulk milk powder bags, both made of recyclable plastic.



Tailored solutions

In the waste to resource sector, no single answer fits all situations which is why 3R uses imagination and science to create solutions for WMP.

After taking time to understand their business, we put in place systems to capture contaminated packaging, while minimising impact on day-to-day operations. The development of Standard Operating Procedures, manuals and signage by 3R supports this activity, and we continue to deliver training to line managers.

With WMP's 400 farmer shareholders, 3R encourages positive waste behaviour change, and provides collection events for hazardous agrichemicals, other farm plastics, and oil and their packaging. Solutions support WMP's code of practice and are tailored to fit the unique West Coast situation.

Effective communication is a critical part of securing the right solutions! 3R and WMP share regular updates, and 3R produced an environmental report for WMP charting progress against KPIs. 3R continues to work closely with WMP seeking innovative solutions for other waste materials through this collaborative, tailored approach.



3R-driven solutions:

- Development of local solutions with national connections
- Auditable outcomes for global customers
- Understanding of what it takes to work in a food producing environment
- Developing recovery or recycling programmes for further materials
- Supporting WMP's milk supply team's environmental leadership

For more information visit www.westland.co.nz



3R Group Ltd

3R Group develops programmes to recycle or responsibly dispose of used products and packaging.

From businesses with a specific waste issue to industry-wide projects looking at the full product life cycle, we are experts in product stewardship solutions.

Based in Hawke's Bay, we design and deliver programmes on a national basis, with two government accredited product stewardship schemes under our management.



What is Product Stewardship?

Product stewardship is when responsibility for the environmental effects that products can cause in their life cycle is shared among all sectors involved with the product. Product stewardship scheme participants can include producers, brand owners, importers, retailers, and consumers. *Priority waste streams for product stewardship intervention: A discussion document*. Wellington: Ministry for the Environment, 2014.

Supporting a Green Economy through legislation

The purpose of the Waste Minimisation Act 2008 (WMA) is to encourage a reduction in the amount of waste we generate and dispose of, and lessen the environmental harm of waste.

One of the key elements is the principle of product stewardship - the idea that the supply chain pays, rather than the ratepayer or the environment.

The WMA has increased voluntary schemes with a resulting improvement in environmental outcomes. And, the schemes

have proven product stewardship can address products that are difficult and costly for consumers and councils to manage.

In June 2014, MfE consulted on whether there should be stewardship schemes in place to cover "Priority Products" (wastes that cause significant harm, or where significant benefits from reducing, reusing or recycling are not realised). Potential "Priority Products" were identified as waste electronic and electrical equipment, agrichemicals and their associated packaging, end-of-life tyres and refrigerants.

The role of 3R Group

3R focuses on the development of stewardship schemes for some of our most environmentally hazardous and 'dangerous to human health' waste streams - paint, solvents, agricultural chemicals, and contaminated packaging.

Our focus is to ensure that robust collection systems are in place to minimise harm and to support regional business and social enterprise by the repurposing of these waste streams -

It doesn't stop at collection or recycling, we repurpose the waste so that it is never truly "end of life".

3R has so far been involved in two of these potential "Priority Products": development of a mandatory scheme for end-of-life tyres (www.tyrewise.co.nz), and a review of the effectiveness of voluntary stewardship for agrichemicals and their packaging. Both of these reviews included working with an MfE observer.

Business study programme

Retweeted by 3R Group Limited

Chris Tremain @CJTremain · Apr 2

With Gareth from #3RGroup at Maukau #resenanz learning about their fantastic paint stewardship program #paintwise



View more photos and videos

Retweeted by 3R Group Limited

Chris Tremain @CJTremain · Apr 2

At Farmlands Pukekohe with Gareth from #3RGroup learning about #ruralrecycleNZ Agri Chem product stewardship



View more photos and videos

Tweets from former MP Chris Tremain on the road with former 3R General Manager - Operations, Gareth Mentzer.

By undertaking a business study attachment with 3R you will be exposed to an overview of how a product stewardship programme transitions from "a bright idea" to a fully-fledged programme, plus the contribution it makes to the green economy.

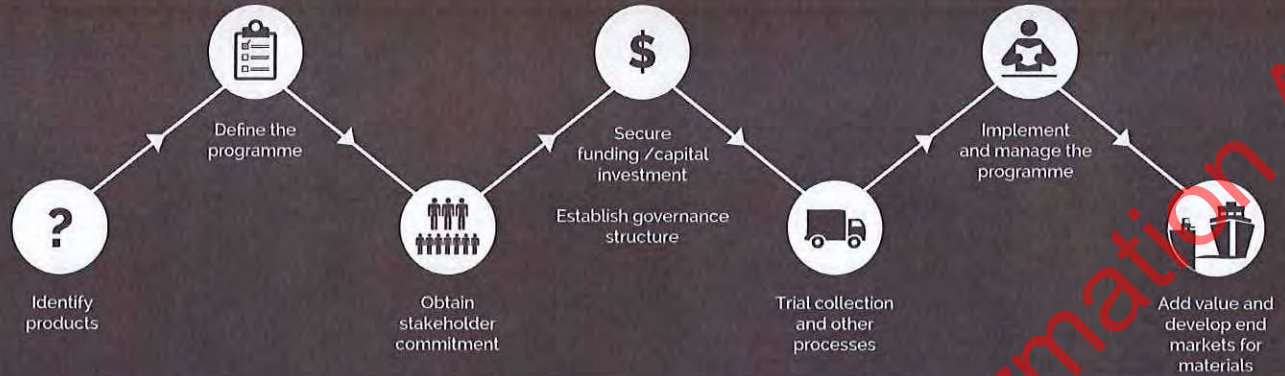
You will meet with decision makers, project managers, collectors and repurposers, and will gain a practical understanding of the implications of the WMA 2008 on the waste stream.

How we work

3R works with businesses, industry groups, and government on a range of activities relating to waste reduction, resource recovery and behaviour change.

Providing solutions for end-of-life products and packaging, whatever the industry, is definitely not a one-size fits all process. Motivation and required outcomes are as varied as the parties we work with, even within the same industry. Identifying those different needs and working together to find the best solution is what we do better than anyone else.

Typical Programme Development



Outcomes from collaboration

Engagement with 3R offers a range of beneficial outcomes, from economic to environmental. Below are some examples from the accredited Resene PaintWise programme, operated by 3R since 2004.

Diverting waste from landfill	2+ million separate items collected for recycling
Mitigating environmental harm	500,000 litres of solvent-borne paint processed
Generating resource efficiency	Recycled 400T of steel and 200T of plastic
Creating competitive advantage	Marketable in-store point of difference for Resene
Engaging consumer groups	Donated over 190,000 litres for social projects
Stimulating development	PaintCrete™: using waste paint for concrete applications

Product Stewardship in action!



Testing expired child car seats for brominated flame retardants to assess plastic recyclability. Outcomes of the project include community engagement, job creation and waste diversion from landfill.



3R's Adele Rose accepts Tyrewise project deed in 2012 from Minister for Environment, Hon Nick Smith. Project demonstrates the power of collaboration to overcome competitive issues for positive outcomes.



As scheme managers for the Glass Packaging Forum, we work with councils, recyclers, and other stakeholders to maximise the volume and quality of glass available for recycling. 3R's Dominic Salmon with Associate Minister for the Environment Scott Simpson at O-I New Zealand in July 2017.



Shredding plastic paint pails to be recycled back into pails. Great example of closing the loop and developing a circular economy

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www.3R.co.nz





CAPABILITY STATEMENT

ABOUT US

3R Group is a privately-owned company founded in 2004. Our main office is in Hawke's Bay, with operational hubs in Auckland and Christchurch. In a usual year we have around 24 staff.

We see waste as an opportunity for both environmental and economic benefit.

Our systems help organisations and their members or customers recycle or responsibly dispose of used products and packaging. We currently have two nationwide accredited product stewardship programmes under our management, along with numerous other projects and contracts at various stages of development.

From businesses with a specific waste issue to industry-wide projects looking at the full product life cycle, we are experts in product stewardship and waste minimisation solutions.

WHAT WE DO

Our solutions deliver real economic and environmental benefits.

Using the waste hierarchy as a guiding principal, we apply existing ideas where appropriate or collaborate with others to create innovative new solutions to reduce the environmental impact of a product and associated packaging.

Waste Hierarchy

Changing behaviour → Targeting zero landfill



PHILOSOPHY

Three philosophies govern our work:

- **Waste is an opportunity**

We see unnecessary waste as an opportunity for improvement, whether economic or environmental. Tackling waste issues can save money, increase resource utilisation, create employment or mitigate harm, to name just a few benefits.

- **Collaboration is key**

Successfully implementing change requires input from multiple directions; our client's staff and customers, service providers, legislators and industry groups. The best ideas are often hiding in plain sight, so we provide the framework to identify, encourage and develop these into workable concepts.

- **Innovative Solutions**

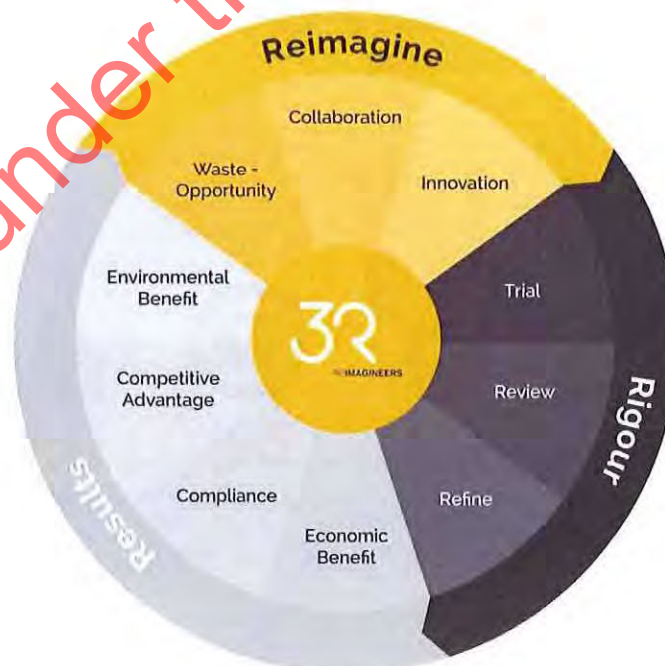
We blend imagination and science into everything we do. Each client's motivations and required outcomes are different, even within the same industry, so we ensure that we are continuously innovating, testing and refining the services that we provide.

In addition, our staff have adopted the internal motto of '**Ever Resourceful**'.

This ensures we are constantly challenging ourselves to exceed our customer's expectations.

METHODOLOGY

Although our solutions are bespoke, we have established over time the core concepts of **Reimagine**, **Rigour** and **Results**, represented in the below process diagram. We believe each element is critical to the overall success of an activity.



WHO ARE WE?

Our leadership team enjoys a wide range of skills, technical acumen, experience, networks and the dedication to influence change at the highest levels. *Where required, detailed profiles of project leads are included.*



Adele Rose is 3R's lead Reimaginer. As well as setting our overall mission, she motivates and inspires the crew with her huge knowledge and work ethic. Alongside her dedication to 3R, our CE is passionate about promoting regional business and developing opportunities for young people.

Darren Patterson's desire to find pragmatic solutions that get results helps us deliver real environmental and economic benefits to our customers. Darren's role is to build awareness and facilitate high level relationships, delivering waste-to-resource programmes and putting to good use his BSc Hons in Applied Chemistry.



Dominic Salmon's role is to help you develop sustainable solutions. A recent convert from local government, he'll impart his many years' experience working at the coal face helping business to reduce the production of waste and by products from business process and reduce tonnage of waste to landfill to help your bottom line!

Commercial manager **Blair Smith** is the newest member of the 3R team. The former Aucklanders brings with him a strong background in financial management and commercialisation experience. He left a six-year-long operations role in the retirement sector to join 3R. His friendly disposition means he is able to build relationships across all levels of business.



Sarah Clare escaped from the wild weather of our capital to work for 3R in the sunny Hawke's Bay. With a great sense of humour, a keen eye for detail, and 15 years navigating the complexities of government organisations, Sarah is well suited to manage our latest stewardship projects

As Operations Manager, **Trevor Tutt** has the ability to keep all our wheels moving on time, and under budget. He has a BSc in Ecology and has worked in natural history at Te Papa, and at Callaghan Innovation where he handled all the logistical jobs for some very clever people. Similarly, at 3R, he's our link between Design and Do, ensuring that our solutions deliver real-world benefits and efficiency.



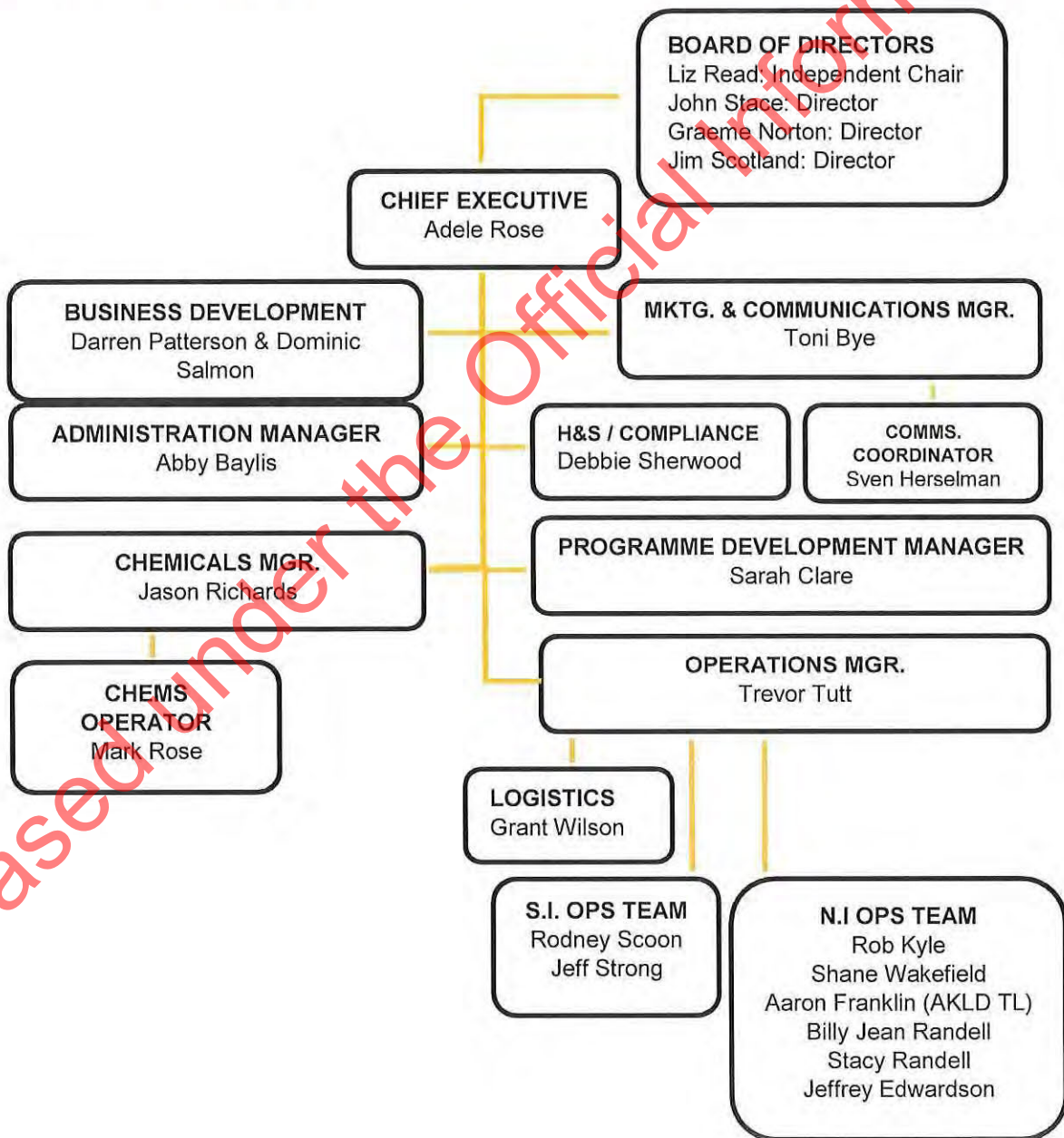
Jason Richards exudes calm from every pore, somewhat surprising given that we all think he has the hardest job at 3R. His measured thinking deals quietly and efficiently with the complicated world of chemical disposal and finding the funding to do it. It's also the perfect counterpoint to some of our more creative staff.

Toni Bye wears many hats at 3R, managing media, communications, design and marketing implementation for us and the programmes we manage. Toni is passionate about waste minimisation; she's been known to terrorise local supermarkets who dare to use excessive packaging on their fish!



Harman Sandhu was born in the north of India before moving to Auckland where she spent 5 years at New Zealand Steel as a process engineer. She is now enjoying a different pace of life in the Hawke's Bay as the materials innovation manager at 3R. A vegetarian who loves traditional dance and running, she sets an enviable benchmark for healthy living.

STRUCTURE OVERVIEW



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RELEVANT EXPERIENCE

PRINCIPAL CLIENT	SERVICE DELIVERY
Paint and Textiles	
Resene Paints (NZ) Limited	Management of the PaintWise Product Stewardship Programme - national
Dulux Group (NZ) Pty Ltd	Management of the Dulux Paint & Packaging Takeback programme - national
EcoCentral (Parkhouse, Bromley and Styx Mill Facilities)	Provision of local services for paint and packaging take back – Christchurch
Rebound™	Development of a product stewardship solution on behalf of industry for end of life Mattresses – in implementation phase
Agriculture	
Environment Canterbury	Provision of agrichemical collection - Canterbury user pays
Waikato Regional Council	Provision of agrichemical collection - Waikato user pays
Marlborough District Council	Provision of agrichemical collection - Marlborough drop off non levied
Astron Plastics Limited	Tolling of rigid plastics via granulator at Christchurch processing plant
Ministry for the Environment, Waste Minimisation Funds Team	Provision of collection for intractable and orphaned agrichemicals – nationwide (The Great DDT Muster)
Food Producers / Services	
Westland Milk Products	Provision and oversight of recycling services at the Hokitika Milk Factory, and provision of waste minimisation services for 400 farmer shareholders (completed March 2018)
Hawkes Bay food producers	Provision of waste audits and pollution prevention plans for regional producers
Z Energy	Forecourt Waste Audits, reporting on findings and improvements made since last audit. Recommendations.
Hawke's Bay District Health Board	Waste diversion from landfill across multiple departments – medical, surgical, administration, food. Multi-year project including significant behaviour change programme
Automotive	
Bridgestone NZ Ltd, Goodyear Dunlop (NZ) Ltd, Motor Trade Association, Automobile Association, Imported Motor Vehicle Industry Association (IMVIA), Motor Industry Association (MIA) and Value Tyres Ltd	<i>Collectively known as the Tyrewise Working Group:</i> From 2012-2015: Provision of project management services for the development of a stewardship programme for end of life tyres, including hosting an industry conference in June 2015.
Auckland Council, The Baby Factory, Baby on the Move, Hastings District Council, Plunket, TAS Baby Holdings, NZ Transport Association and The Warehouse	<i>Collectively known as the SeatSmart Working Group:</i> Provision of project management services for the development of end of life solutions for child restraints and provision of ongoing management of programme including infrastructure provision. SeatSmart is now a nationwide recycling programme managed by 3R. www.SeatSmart.co.nz .

IN TIME AND ON BUDGET: RECENT RESULTS

Below are participants in two projects managed by 3R Group; these participants are able to provide a reference for work completed in each of the projects.

Project: MfE WMF (2012) Maximising Effectiveness of Product Stewardship for Agricultural Chemicals and their Containers in New Zealand - Deed 20102 \$50,000

Funding Partner and independent observer:

Dana Petersen

Senior Analyst, Business and Communities
Operations
Ministry for the Environment
Mobile: 027 213 8404
Telephone: 04 439 7790
Fax: 04 439 7700
Email: dana.peterson@mfe.govt.nz

Project Referee from the multi-stakeholder working group:

Andrea Eng

General Manager – Compliance
Environmental Protection Authority
Mobile: 021 2288 182
Telephone: 04 916 2426
Fax: 04 914 0433
Email: andrea.eng@epa.govt.nz

Project: MfE WMF (2012) Product Stewardship for End of Life Tyres (ELT) in New Zealand - Deed 20098 \$155,630

Project Referees from the multi-stakeholder working group:

Bill Prebble

Manager Product, Aviation, Development &
Field Engineering
Goodyear Dunlop Tyres (NZ) Ltd
Mobile: 027 442 5632
Telephone: 04 439 2654
Fax: 04 527 6123
Email: bill_prebble@goodyear.com

Heath Barclay

Group General Manager
Bridgestone Australia Pty Ltd
Mobile: 0061 408 910 003
Telephone: 0061 8 8026 0303
Fax: 0061 8 8206 0399
Email: hbarclay@bridgestone.com.au

Brent Aitken

Asset Manager Solid Waste
Taupo District Council
Mobile: 027 476 2800
Telephone: 07 376 0899
Fax: 07 378 0118
Email: baitken@taupo.govt.nz

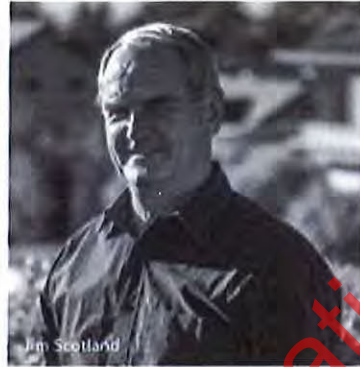
GOVERNANCE



Graeme Norton



Liz Reed



Jim Scotland



John Stace



Sir Stephen Tindall (Shareholder)

3R's directors are a diverse group of business leaders and entrepreneurs who share a passion for innovation and fostering sustainability in business across all sectors. Each brings a wealth of experience and a track record of success to the 3R table from industries as diverse as consumer goods, agriculture, logistics, financial services and law, as well as recycling and resource recovery.

Rather than perpetuating the myth that thinking green is anti-business and stifles economic growth, the board believe that changing how we view and use our resources is now essential to continued business prosperity.

They also believe, while appropriate legislation does have a role to play in the resource and environmental space, real leadership and action will come from those in the business sector who anticipate the changing landscape and respond to these opportunities. Naturally enough, these are the organisations that will gain most from engagement with 3R.

A QUALITY APPROACH

- Environmental Management Standard ISO:14001 status
- CEMARS (Certified Emissions Management and Reduction Scheme) certification, replaced by carboNZero™ certification from 2016
- ACC WSMP Tertiary Level Accreditation
- Audit services for contracted service providers including Health & Safety
- Risk Management policies and procedures
- Governance provided by four directors / independent chair

COLLABORATION FOR SUSTAINABLE SOLUTIONS

3R's networks are a key part of providing sustainable, collaborative and best-practice solutions to our customers. 3R is actively involved with the following organisations:

- *Zero Waste Network (formerly Community Recycling Network) (member)*
- *Sustainable Business Network (member and HB business connector organisation)*
- *Sustainable Business Network Circular Economy Accelerator (Foundation Partner)*
- *Croplife International (working group)*
- *Institute of Public Administration (member)*
- *NZ Business & Parliament Trust (member & MP Intern programme)*
- *NZ Management (member)*
- *Paintman.org (member)*
- *Plastics New Zealand (member)*
- *Site Safe (member)*
- *Sustainable Business Council (Council Member and participant in Climate Change Action group)*
- *WasteMINZ (member and Gold Sponsor)*
- *World Business Council for Sustainable Development (NZ representative)*

RESPONSIBLE, REMARKABLE, RESOLVED



REIMAGINEERS

3R Group Ltd
 409 Queen St West, 4122
 PO Box 1216
 Hastings 4156
 p +64 (0) 6 872 7235
 f +64 (0) 6 870 8137

Roderick Boys

From: Neil Waka <neil.waka@ccamatil.com>
Sent: Tuesday, 20 November 2018 6:01 PM
To: Nigel Clarke
Subject: Re: Jeff Maguire
Attachments: image002.jpg; image003.jpg; image004.jpg; image005.jpg; image006.png; image007.png; image008.png; image009.png

No problem Nigel, anytime.

Cheers

Neil

Sent from my iPhone

On 20/11/2018, at 5:48 PM, Nigel Clarke <Nigel.Clarke@mfe.govt.nz> wrote:

Thanks Neil
 Ill let you know if it all goes ahead - I do appreciate you helping out
 Nigel

Nigel Clarke
Senior Analyst
Hono Tātaki
Resource Efficiency and Innovation
Investment and Partnerships Directorate

Ministry for the Environment – Manatū Mō Te Taiao
 Mob: 022 0833 594 Website: www.mfe.govt.nz
 23 Kate Sheppard Place, PO Box 10362, Wellington 6143

<image002.jpg>

From: Neil Waka <neil.waka@ccamatil.com>
Sent: Tuesday, 20 November 2018 5:09 PM
To: Nigel Clarke <Nigel.Clarke@mfe.govt.nz>
Subject: RE: Jeff Maguire

Hey Nigel

Please see below a bio for Jeff Maguire.

Jeff Maguire
 <image003.jpg>

Jeff is Coca-Cola Amatil's lead for CDS implementation and is the Managing Director of Statewide Recycling and has been involved with the Container Deposit Scheme (CDS) in South Australia and the Northern Territory for more than 20 years.

He currently sits on the Boards as a Director of all operational CDS/CRS Schemes within Australia. Most recently in respect of Container Exchange (QLD) Ltd, he was acting CEO of the Product Responsibility Organisation (PRO) charged with the delivery of the Queensland Container Refund Scheme (CRS).

Container Exchange (QLD) is a not for profit entity founded by Coca-Cola Amatil and Lion (the Members) to realise the objectives of the Scheme, in recognition of the responsibility that the beverage industry shares with the community for reducing and dealing with waste generated by beverage product packaging.

Jeff has 35 years' experience in supply chain encompassing manufacturing and logistics in a variety of roles and functions and has been with Coca-Cola Amatil for more than 27 years.

Education

- Master's Degree in Banking and Finance
- Bachelor of Business, Major in Accounting and Finance
- Diploma in Industrial/Production Engineering

CDS/MD and Directorships

- Head of CDS – Implementation and Packaging Sustainability Coca-Cola Amatil
- Managing Director – Statewide Recycling (SA/NT CDS Scheme Coordinator)
- Director – Exchange for Change (NSW) Pty Ltd
- Director – Exchange for Change (ACT) Pty Ltd
- Director – Exchange for Change (Aust.) Pty Ltd
- Director – Container Exchange (QLD) Ltd
- Director – WA Return Recycle Renew Ltd

As I'm sure you already know, Jeff Maguire is Amatil's Guru when it comes to CDS and for good reason. He'll definitely be a great source of information should the Government require it for CDS in NZ.

I believe we have a good working relationship with TOMRA.

If you have any questions, if you need me to set anything up or this there's anything more you need please don't hesitate to let me know.

Cheers

Neil

From: Nigel Clarke [mailto:Nigel.Clarke@mfe.govt.nz]

Sent: Monday, 19 November 2018 4:30 PM

To: Neil Waka <neil.waka@ccamatil.com>

Subject: RE: Jeff Maguire

It's the organisation that does a lot of the on the ground collections apparently
N

Nigel Clarke
SeniorAnalyst
Hono Tātaki
Resource Efficiency and Innovation
Investment and Partnerships Directorate

Ministry for the Environment – Manatū Mō Te Taiao
Mob: 022 0833 594 Website: www.mfe.govt.nz
23 Kate Sheppard Place, PO Box 10362, Wellington 6143

<image002.jpg>

From: Neil Waka <neil.waka@ccamatil.com>
Sent: Monday, 19 November 2018 4:00 PM
To: Nigel Clarke <Nigel.Clarke@mfe.govt.nz>
Subject: RE: Jeff Maguire

TOMAS?

From: Nigel Clarke [<mailto:Nigel.Clarke@mfe.govt.nz>]
Sent: Monday, 19 November 2018 3:21 PM
To: Neil Waka <neil.waka@ccamatil.com>
Subject: RE: Jeff Maguire

Ah

Thank you

I thought I had his car with his details on – if you could let me know those, that would be great. Ill put you down as a contact for the Ministers office/ MFAT team to further arrangements as required.

If you have a couple of words about his exact role, that would be great – and the relationship with TOMAS?

Nigel

Nigel Clarke
SeniorAnalyst
Hono Tātaki
Resource Efficiency and Innovation
Investment and Partnerships Directorate

Ministry for the Environment – Manatū Mō Te Taiao
Mob: 022 0833 594 Website: www.mfe.govt.nz
23 Kate Sheppard Place, PO Box 10362, Wellington 6143

<image002.jpg>

From: Neil Waka <neil.waka@ccamatil.com>
Sent: Monday, 19 November 2018 3:18 PM
To: Nigel Clarke <Nigel.Clarke@mfe.govt.nz>
Subject: RE: Jeff Maguire

Hey Nigel

I am well thank you, I hope you are also.

What a great idea to have the Minister meet up with Jeff McGuire whilst she is in Australia, and yes Jeff is based in Sydney.

Happy to try to organise a meeting for you, let me know what you'd like me to do to support a meeting.

Cheers

Neil

From: Nigel Clarke [<mailto:Nigel.Clarke@mfe.govt.nz>]
Sent: Monday, 19 November 2018 2:36 PM

To: Neil Waka <neil.waka@ccamatil.com>

Subject: Jeff Maguire

Hi Neil

Hope all is well with you. It was good to catch up with Clark at the WasteMINZ conference.

Our Minister is attending the Environment Ministers meeting in Australia on 5/ 6 /7 December.

I have been asked to provide some suggestions for meetings with key people

I don't know if it would be an absolute goer – but thought it may be useful to meet with Jeff McGuire whilst she is over there? Is he based in Sydney?

Best wishes

Nigel Clarke
SeniorAnalyst
Hono Tātaki
Resource Efficiency and Innovation
Investment and Partnerships Directorate

Ministry for the Environment – Manatū Mō Te Taiao
Mob: 022 0833 594 Website: www.mfe.govt.nz
23 Kate Sheppard Place, PO Box 10362, Wellington 6143

<image002.jpg>

From: Neil Waka <neil.waka@ccamatil.com>

Sent: Monday, 23 July 2018 1:52 PM

To: Nigel Clarke <Nigel.Clarke@mfe.govt.nz>

Subject: Visit to Auckland Tuesday 31st July

Hey Nigel

I hope your weekend went well.

Next week, our CDS expert, Jeff McGuire, will be in town from Australia and I thought it might be a great time to introduce you to him and for you to be able to pick his brain on all things CDS and what they're doing in Aus if that's of interest to you?

Hoping of course the timing works for you.

He doesn't come across here that often but I wanted to see what your morning was like on Tuesday 31st July and if you might be able to be in Auckland? If not we could try to rearrange the afternoon if that suited better?

Let me know what you think.

Hear from you soon.

Cheers

Neil

Neil Waka
Corporate Affairs Manager

M: + 64 29 978 3619
E: neil.waka@ccamatil.com
ccamatil.com | [Twitter](#) | [Facebook](#) | [LinkedIn](#)
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National Resource Recovery (NRR) – Industry Feedback Group Meeting

Workshop held at Ministry for the Environment, Wellington on 7 March 2019

Opening statement and 45 minute round table discussion led by Associate Minister for the Environment, Eugene Sage

Meeting Chair: George Fietje (Auckland Council)

Meeting facilitator: Nigel Clarke (MfE)

Ministry Attendees: Penny Race (Minister's Secretary); Shaun Lewis (MfE) Hinemoa Awatere (MfE); Nigel Clarke (MfE); Roderick Boys (MfE)

Workshop Attendees: George Fietje (Auckland Council), Matthew Hitchings (OJI), Adele Rose (Glass Packaging Forum), Ken Sowman (Plastics NZ), Graham Christian (Smart Environmental), Nick Baker (Visy), David Howie (Waste Management), Sue Coutts (Zero Waste Network), Ray Lambert (Northland Waste), Craig Downie (EcoCentral), Alec McNeil (Marlborough District Council), Cathryn Taylor (Tauranga City Council)

Apologies:

Trevor Munroe (scrap Metal Recycling Association), Glen Jones (EnviroNZ)

Summary: Industry Feedback Group

- Industry stakeholder group is supportive of NRR work programme, and are willing to be actively involved with the implementation and delivery of the work programme. Pending the NRR work programme recommendations and direction, there is support for taking a collaborative approach to develop, and investing in, an improved recycling system.
- Strong support for establishment of an NRR Governance Group (Industry and Councils) to help drive the programme forward, with project specific working groups (subject matter experts) to provide detailed input as required. Supportive of including other industry and council representatives for wider input and consultation feedback.
- Request government provides “clear signalling” and direction with “statements of intent” on any planned regulatory interventions. Industry requests “clarity on where the whole system is heading”.
- Request consideration of a “what’s going on in our sector” web-page so that all can access the latest information and be informed about progress (potentially hosted by WasteMINZ).
- s9(2)(f)(iv) [REDACTED]
- Recommend that any regulatory change options be well researched and understood in terms of impacts on the existing resource recovery infrastructure, including kerbside services.
- Note risk of NRR work programme taking too long, with increasing numbers of collectors not collecting plastics 3-7. International markets for mixed paper may change again, with US plants being reinstated.

- Note other industry and government initiatives and research by ensuring the NRR work programme recognises and compliments these.
- Note risk that the supply of some packaging materials will remain relatively unchanged in the absence of regulatory intervention.
- The Industry stakeholder group also provided detailed feedback on the NRR actions and this has been incorporated into the action scope summaries. Particular emphasis was made throughout on the need to understand the market dynamics within all of the actions, as failure to do so presents a significant risk for the future investment approach.

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