

Food Scrap Collection Service qualitative research

Among those not currently
using the food scraps collection
service

Ministry for the Environment
February 2023



Ministry for the
Environment
Manatū Mō Te Taiao

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INTRODUCTION

Background

This research was commissioned by the Ministry for the Environment (MfE) as part of a larger study exploring residents experiences of the food scraps collection service in their area. Four locations (local councils) were included in the research:

- Council A
- Council B
- Council C
- Council D

An initial attitudinal survey of residents in the local council areas was undertaken where residents were canvassed for their use of the food scraps collection service, knowledge of what was included as food scraps and how they currently disposed of their household food waste. As part of this survey, participants were also asked if they wanted to take part in follow-up research. The attitudinal survey was conducted in late November-mid December 2022.

Follow-up qualitative research was conducted in February 2023 to explore in more detail residents' experiences of the food scraps collection service. The focus of the qualitative research in discussion with MfE and the contributing councils was with residents who were not currently using the food scraps collection service.

Objectives

The objectives of this research were to explore with residents who were not currently using the food scraps collection service:

- Reasons why they were not using the service
- Their understanding and knowledge of what constitutes food scraps and their disposal and impact on landfill
- What might encourage them to use the food scraps collection service
- What communications would work best to inform them about the food scraps collection service.

Target audience

The target audience for this research were those who were not currently using the council food scraps service in the four selected local authority areas.

Reporting

This report is a summary report of the four discussion groups conducted and captures the high-level themes across all participants. Where there are local or demographic differences these are referred to. Verbatim quotes have been included in the report to provide context, these have been anonymised. Please note this is a small scale qualitative research study focussed on a specific segment of residents across the four locations.

METHODOLOGY

- The research was conducted between 7th February – 20th February 2023.
- The qualitative research comprised of the following components.

	DATE	NUMBER OF PARTICIPANTS
1 x online focus group with participants from Council A, Council C and Council D (Mixed)	7th February at 6pm	6
1 x online focus group with participants from Council D	8th February at 7:45pm	6
1 x face2face focus group discussion with participants from Council A	20th February at 6pm	6
1 x face2face focus group discussion with participants from Council B	20th February at 6pm	8
Total participants		26

- All participants had taken part in an initial food scraps attitudinal survey conducted in late November/ early December 2022. In this survey they were asked if they were willing to take part in further research – they could opt out.
- The following specifications were used for inclusion in the research:
 - Were not using the food scraps bin.
 - Indicated they used an in-sink disposal unit, or the bin audit indicated some food scraps were in the rubbish bin.

METHODOLOGY

Recruitment comprised of:

- Initial invite including information on the research and contacts at MfE and AK Research for further information
- Follow-up calls
- All participants received a \$100 grocery voucher for their time and input.

Discussion Guide

- The discussion guide was developed in consultation with MfE and covered the following areas:
- Rubbish and recycling behaviours
- Food scraps collection experiences
 - What they do with their food scraps and why
 - Attitudes towards the food scraps collection service
 - Barriers and incentives
- Knowledge and understanding of food scraps impacts in landfill
 - Message testing on what would be most likely to convince them to use the food scraps collection service
- Communications about the food scraps service
 - Communications channels, trusted source
 - Potential bin stickers informing them of what can go in and not go in the food scraps bin
 - Council communications.

OUR PARTICIPANTS

Council A	Council B	Council D	Mixed group (3 x Council A, 1 x Council C, 1 x Council D)
<p>1 x family household with 2 x younger children</p> <p>1 x family household with teenage children</p> <p>1 x couple 42-65 years</p> <p>2 x couples retired 65+ years</p> <p>1 x retiree 65+ years</p>	<p>2 x family household with 1 x younger child</p> <p>1 x family household (under 65+) with adult child</p> <p>1 x family household (65+) with adult child</p> <p>1 x couple 41-65 years</p> <p>2 x couples retired 65+ years</p> <p>1 x retiree 65+ years</p>	<p>1 x family household with 6 x younger children</p> <p>1 x family household (65+) with adult child</p> <p>3 x couple 40-65+ years</p> <p>1 x sole household 41-65 years</p>	<p>3 x family households with 2 x younger children</p> <p>1 x couple 21-40 years</p> <p>1 x couple 41-65+ years</p> <p>1 x retiree 65+ years</p>
<p>Mix of retired and working, some with children, some with grandchildren</p>	<p>Many have pets, cats and dogs, interests include gardening, keeping fit, dragon boating, walking, caravanning</p> <p>Some with children, some with grandchildren</p>	<p>Small local community, participants active in their community.</p> <p>Characterised by large vegetable gardens, rural driveways and pet animals (dogs, chickens etc)</p>	<p>Mix of working and retired, some with younger children, some with grandchildren</p> <p>Small rural communities characterised by gardening and large rural sections</p>

KEY FINDINGS

View of household chores and food scraps

- Recycling is now an ingrained habit with most having systems in place e.g. washing, storage and sorting of plastics, glass, tins and paper.
- Favoured household tasks provide a sense of satisfaction and accomplishment with the added benefit of resulting in a clean and tidy house.
- Food scraps are generally interpreted to include fruit and vegetable peelings and meal leftovers. There is less association that the term food scraps includes bones. This association will often guide what could be put in the home compost bin meaning regular omission of items such as avocado stones and skins, fruit stones and bones. There is also confusion over what can be composted and what can go in a worm farm with some believing that onions skins and citrus peelings can't be composted. For those with a green waste bin (paid for personally) this is an added complication with some putting their vegetable and fruit peelings into this bin.

Use of home composting and in-sink disposal units

- Those who are home composting consider they are already doing the right thing and feel penalised for having to pay for a food scraps collection service they do not use or need. Although there is acknowledgement that not everything is composted, many consider that only a small amount of food scraps ends up in the rubbish bin.
 - Those in rural areas and with large gardens state they will often bury food waste that is not compostable. In addition, those in rural areas will feed meat scraps/bones and meal leftovers not suitable for the home compost to their dogs and other animals (either their own or friends).
 - However, some food waste (mainly meat scraps/ bones not composted, buried or fed to animals) will be put in the rubbish rather than the food scraps bin or compost. This is mostly attributed to the smell and attraction of vermin and dogs to the compost bins or food scraps bin.
- Those who use in-sink disposal units regard them as an essential kitchen appliance. The immediacy of a clean and tidy kitchen both during food preparation and clear up was the key attraction. There is no thought of what happens to the food waste with most thinking it went into waste water or sewage treatment. The rationale for use is also reinforced by the belief that worse things are seen to end up in waste water or sewage treatment, that in-sink disposal units are generally seen as an essential kitchen appliance, and that they had never heard that using them is bad.
- Among participants who are mainly composting or using the in-sink disposal unit there is a strong belief that they generate little food waste, especially in this current economic climate. Families and retirees in particular said they were very careful to ensure there was little food waste in their households. It is noted that there is evidence from the bin audit research that suggests this is not in fact the case and that there is a disconnect between what people believe and what they actually do. Refer to 'Research into barriers to use of food scraps collections' report: Sunshine Yates Consulting 2023

KEY FINDINGS

Main reasons for not using the food scraps collection service

- The main reasons for not using the food scraps collection service include using alternatives for their food scraps; such as home composting, in-sink disposal unit, burying some food waste (mainly rural properties with gardens) and feeding scraps to animals (their own or family/friends). Many also note they generate little food waste, especially, in the current economic climate. There is also a group that are deterred by the smell, mess and having to clean out the bins.
- In addition, there are issues on the operational side of the food scraps collection service with some participants stating that their long driveways (both urban and rural) make it more difficult to get their food scraps bins to the kerb (alongside putting out the rubbish and recycling bin). Other issues include:
 - Windy weather and animals flipping the bins over - with lids falling open (the lid locks were easily opened) it creates smell and mess
 - Some note more care is needed by the driver or runners in placing the food scraps bins back on the kerb
 - Covid interruption had seen collections stop and interrupted the habit of using the collection
 - The bins themselves are also not meeting all needs:
 - Lids did not remained closed with some suggesting sealable lids
 - Bins are not large enough for some families.

Learnings from recycling

- When compared to recycling there are obvious differences. Participants recognised that recycling had taken time to become an ingrained habit, but for most households they felt it was truly a routine task now. Key differences to the food scraps collection service is that it is easy and manageable to keep recycling clean and sort the household recyclables while dealing with food scraps is messy and smelly. For many it is an extra hassle, especially if already home composting or using the in-sink disposal unit, and they felt this also meant they had very few food scraps for the food scraps bin.

KEY FINDINGS

Overcoming barriers to use

- There is some interest in compostable bin liners to address the smell and the clean-up of the bins. However, it would require compostable bin liners that are strong enough to contain a week's worth of food scraps. As several people mentioned using a bin liner which had then disintegrated under the weight of the food scraps. Others are less keen and are concerned about the additional cost to ratepayers (especially from those currently composting and not seeing a need for the food scraps collection service).
- Other suggestions to address the smell garnered mixed support depending on personal circumstances e.g. coffee grounds were often used elsewhere, freezing meat and bones required a large enough freezer and also needing to remember to put in the food scraps bin.
- Additional suggestions are to provide smaller bags that fit the small caddy and can be tied up before putting into the bigger bin, have more secure bins that seal in the smell and are less likely to fall open and have the collection people hose out the bins.

Support for the food scraps collection service

- Participants are mixed on the merits of the food scraps collection service. Interestingly, there was strong support in every focus group from some participants regardless of whether they used the service or not. Those who supported the service recognised the underlying merits of the service and also had heard from others using it that it was a good service meeting some residents needs. Those in Council D and more provincial areas are more supportive than those in the urban locations. The most vocal detractors are from the urban centres who dislike the lack of choice (they consider they have no option but to pay for a service they never use as they are composting all their food scraps) and often raise other more worthy areas to spend rates money.
- During the discussion on the food scraps collection experience it is also apparent that a communications and knowledge gap exists. Firstly, there is confusion over whether it is a weekly or fortnightly collections with some thinking it is fortnightly reinforcing their concerns about smelly and messy bins. Others are unsure about what happens to the food scraps and suspect they end up in landfill. While some are not clear about what could or could not go in the food scraps bin.

KEY FINDINGS

Knowledge of food waste

- There is low knowledge and awareness of what happens to food waste that ends up in landfill with many thinking it breaks down. Only a few in each group mentioned that it results in greenhouse gases. So for many people food scraps in landfill was not seen as a negative consequence. This means that the benefits of recycling food scraps is not top of mind. And while there is an assumption and hope that it was being composted many had little idea if this did happen. Other participants were also unsure about whether the food scraps were composted and if the compost was being used.
- The following statement was tested to see how well it resonated among participants. *“If food waste was a country, it would be the third largest producer of greenhouse gases after China and the US. Food waste in landfill produces methane which is a gas which contributes to climate change. Food waste is turned into compost. When farmers use it on their soil it retains water during droughts and helps absorb more water when there are floods.”*¹
- As only a few linked food waste in landfill with production of greenhouse gases, highlighting this in the statement was a surprise. Confirming that food waste when it breaks down in landfill does contribute to green gas emissions is helpful.
- However, placing this in a New Zealand context will make it more relevant to New Zealanders rather than comparisons with the rest of the world. The global context made some jump to their belief that New Zealand’s contribution to greenhouse gases is very small compared to the US and China and detracts from the overall intent of the statement. Instead explaining the benefits that compost can have to the farming community to grow food would be more impactful.

Communications messages that resonate strongly

- Messages highlighting the benefits of the food scraps collection service identified two messages that resonate more strongly – one that focussed on ‘addressing climate change for future generations’ and the other that ‘the food scraps would be used to make compost to be used by their local council parks and reserves’.
- Participants feel that both a benefit for future generations and a local benefit is needed. Also garnering substantial support was providing compost to local farmers to grow food. This makes a lot of sense for New Zealand at this time with many acknowledging the difficult times farmers are facing with recent weather events and the need to produce food. It is also noted that some participants found it hard to choose between two different climate change/ greenhouse gas statements with the ‘future generations’ having the slight edge. This statement also had strong support with those who had children and grandchildren.

KEY FINDINGS

Communication channels and trusted sources

- A mix of communication channels is needed to convey messages that aligns with local demographics. Older participants continue to prefer hard copy flyers or letter box drop, while younger participants prefer email and social media.
- Looking specifically at council information, few will check out the council website, although some are using the council app Antenno. A message included with the rates bill or printed on the rates bill could also be useful.
- Also noted is that there is very low level awareness of the council information that accompanied the introduction of the food scraps collection service and if received it had not been held onto. Participants commented that the large amount of information provided at one time, had made it difficult to retain the details. Receiving smaller amounts of information more regularly would be more useful.
- Trusted sources for information are mixed, with some not trusting information or messages from their council, considering some information was not as clear as it could be (political overtones). However, having some associated accountability did help offset concerns. Others were willing to give them the benefit of the doubt. In some cases where there was a positive relationship with the council, the Mayor was seen as a trusted source. The financial costs and benefits of the collection were of interest to some i.e. was the collection having a significant environmental benefit.
- To support communications having a local trusted source or authoritative figure was preferred over celebrity endorsements. Local iwi or local farmers benefiting from the food scraps collection compost were suggested.

Information on kitchen scraps collection bins

- The discussion on preferences for the kitchen caddy stickers highlighted the following:
 - Have simple and clear visuals that are easy to interpret at a glance, which have the added advantage of being relatable to children and teenagers
 - A visually appealing layout had good contrast between the food images and the background (e.g. white plates on white background was not effective)
 - The food images with associated words is clearer (without the words underneath there was room for confusion and it made it harder to interpret)
 - Including tips and weekly collection reminders is important in the early stage to embed the food scraps collection service
 - Including Te Reo is liked by some participants
 - Check for ambiguous symbols, signs and food images (e.g. recycling symbol, tea bags (with or without tags)).

KEY FINDINGS

Encouraging more to use the food scraps bin

- A key incentive to encourage people to use the food scraps collection service is knowing the food scraps are being composted and having access to the compost for home use. Some councils made the compost available to residents and while a few were aware that they could have access to this compost many were not.
- Some of those not currently using the service suggested a rates rebate might encourage them to use it; although this will need to be of sufficient monetary value.
- For some compostable bin liners strong enough for a week's worth of food scraps to negate the smell and mess will be helpful.
- Some are concerned about the extra cost and impact on rates (for a service they are not currently using).
- Filling the information gap is also important as many participants did not know what happens to the food scraps, are unsure of the impact of food scraps in landfill and want to know more about the overall outcome of the food scraps collection service (both environmental and financial).

CONCLUSION

1. Reasons for not using the food scraps bin

- Most feel they have valid and justifiable reasons for not using the food scraps bin.
- Secondly the smell and mess are off-putting for many.
- Thirdly those who had used it in the past mentioned the bins were not sufficiently lockable, are light and easily flipped over and for some they are too small (for larger households).
- Finally many felt they had very little food waste even though in some cases that was not correct.

2. Information gaps

- There are a number of information and knowledge gaps - participants want to know more from their council on the outcomes both environmental and financial (especially detractors). In particular knowing what happens to the food scraps and the resulting compost was important and of interest.
- While information had been provided at the introduction of the food scraps collection service, this information had not been retained/ stored and there is little recollection of it. Few were aware of the outcome and overall benefit to residents and their city or town. Key specifics of what could be put in the food scraps bin were also unknown with many reverting to what could be home composted. In addition, many were not sure if it was a weekly or fortnightly collection.

3. The following should be taken into account when developing content and choosing information channels:

- Multi-channel aligned to local demographics – targeted information for different age groups
- Use of a local authoritative figure that could include iwi leaders, mayor, farmers who may benefit from the council compost with the emphasis on local
- For kitchen food scraps information it should be visually appealing to children, young people and adults and easily interpreted at a glance; food images with accompanying word descriptors are useful
- Behaviour change takes time and while still trying to embed behaviour among those less likely to use the food scraps collection service information should be drip-fed in sound bites and reiterated at regular intervals rather than in one hit. It may be better for the food scraps collection service to send out a separate update, separate flyer or pamphlet with key facts: what goes in, weekly collection and tips, what happens to the food scraps - who benefits.



**Food Scraps
Collection
Experience . . .**

Snapshot



Why not using the food scraps bin?

- Home composting
- Using in-sink disposal unit
- Burying food waste if not composted or put in waste disposal unit
- Feeding food waste to dogs if not composted or put in waste disposal unit
- Have little food waste
- Too smelly and messy to handle

Compostable bin liners may help (need to be strong enough) for some

Operational issues with the food scraps bin/collection service

- Long driveways (rural and urban) mean more hassle to get it to the kerb along with other rubbish/recycling bins and hard to keep an eye on it with dogs roaming
- Steep sections/ windy mean bins flipped over/danger of opening
- Bins too small, too light, lids don't stay closed
- Council collection too fast, bins not placed back properly
- COVID interrupted service, some residents did not restart

Attitudes and knowledge

- Already doing the right thing by composting, only a little in rubbish
- No concerns about in-sink disposal unit usage as readily available
- Like a clean and tidy (not smelly) house, food scraps bin is contrary to that
- Some confusion on what can and cannot go in the food scraps bin and weekly/ fortnightly collection
- Unsure where the food scraps go once collected
- Support divided; some like and support the idea while not using it, others affronted they are paying for something they are not using
- Recycling behaviours are now embedded: recycling is clean and easy in comparison to food scraps bin (smelly and messy), children's role as educators

RUBBISH AND RECYCLING HOUSEHOLD MANAGEMENT

To provide context to the discussion, participants were asked about how they managed their household tasks, including rubbish and recycling. We also explored household tasks that were liked and disliked.

Household tasks, including rubbish and recycling and how they are managed in the household

- In the main managing the rubbish was a shared task and neither liked or disliked; rather something that needed to be done.
- For a few it was the designated task for one person in the household.
- Household tasks that were liked had the following things in common.
 - They were satisfying; you could see the results and finished product, there was a sense of accomplishment / achievement - things were 'clean and tidy'.
 - Conversely household tasks that were disliked were described as annoying, takes up time and space, never ends, tedious, repetitive and can be a struggle to complete. For some health issues impacted on their ability to manage some household tasks.

Recycling specifically

- When referring to recycling it was apparent recycling had become a habit and something all households did as a matter of course. *"It's just what you do."*

- For many households recycling was not that difficult and they had set up their own routines for cleaning plastic trays and sorting the various recyclables (glass separately and plastics, tins and paper). Many had a set system that the household followed. It was usually gathered together in a bin in the kitchen/laundry and then tipped into the recycling bin when full-'very easy'.
- Importantly recycling made people 'feel good' and that they were making a difference to the environment.
- It was often a shared task that the whole family participated in.
 - Families recalled children calling them out and reinforcing the recycling habits they learnt at school.
- The main negative was the need to clean the items – could be a hassle, conversely others found it satisfying cleaning the recycling.
- It was noted that in some rural areas, it was easy to burn what was not recycled or burn what can be burnt. Paper and cardboard were often used for fire starters. For some the recycling bins were too small so burning paper and cardboard was helpful.

FOOD SCRAPS

What are food scraps?

- Generally participants were clear about what were food scraps (although there was less clarity around what could go in the food scraps bins).
- The majority agreed that food scraps included fruit and vegetable peelings and meal leftovers.
 - Some didn't think it included meat scraps and off-cuts or bones.
- Anything that was compostable, or could break down in their home composting system were also used to define food scraps.
 - This then then raised questions about some things they wouldn't put in their home compost, such as meat bones, onion skins, citrus peelings, avocado stones (peels for some), stones from fruit and possibly meat.
- In addition the following were also mentioned by some, as food scraps:
 - Meat bones.
 - Perishables and non-edibles (rotten food).
 - Egg shells.
 - Tea -bags (but without strings and tags, staples), coffee grounds.
 - Oils.

What are not food scraps/ not suitable for the food scraps bin:

- Meat bones, shells from shell-fish and fish bones while seen as food scraps were seen as not suitable for the food scraps bin by many. This was mainly due to the smell and for fish, especially, the experience that fish shells and bones got really smelly, really quickly. Participants were also concerned about meat scraps and meat bones attracting vermin and dogs. These items were also not considered suitable for home composting.
- Avocado stones and stones from fruit were also mentioned along with other food scraps they would not home compost.

Greenwaste

- Greenwaste was another complication, with some considering food scraps fell into this category (vegetarians). A couple of respondents put their food scraps in their green waste bin.

“We've also got a bin for the lawn clippings and stuff like that...so some of it goes into there. So, I can't see that there's any difference between peelings, potatoes or what's in the garden.” (Council A).
- Although others with greenwaste bins would not put bones and meat scraps into the greenwaste bins.
- And one participant liked that in another region greenwaste and food scraps could be put in the same 80 litre bin. This was quite a contrast to where she was living now, which had a separate food scraps bin and no council green waste bin.

COMPOSTING FOOD SCRAPS

Why aren't you using the collection?

- When asked why they were not using the food scraps collection service many participants indicated they were composting, using a worm farm or burying food scraps in their gardens. Banana skins for instance were cited as very good for plants when buried in the garden.
 - Those who were composting were using their compost in their home gardens. Many had been doing this for years and were accomplished composters.
 - Notwithstanding, it was apparent that a variety of different food scraps were not composted depending on individual preference and knowledge.
 - As mentioned earlier some fruit and vegetable scraps were thought to be not suitable for the home compost bin. These included avocado skins and stones, citrus peelings and for some, onion skins. Generally these may then end up in the rubbish bins—although participants considered the vast majority of their food scraps would be composted.
 - For some pumpkin seeds and potatoes were not composted as they might grow in the compost.
 - Tea bags were a cause for discussion with some not composting these as they took too long to break down and those with tags and staples not suitable.
- The main downside to home composting was that it can be a bit smelly and could attract flies and vermin; hence some food waste was not composted:
 - If not fed to the dogs, meat and meat bones would go in the general rubbish as these were considered not suitable for the home compost bins.
 - Some food waste (smelly fish bits and bones) may be buried or put in the general rubbish.
 - Some froze their smelly food waste and placed it either in the rubbish or their food scraps bin.
 - A few would use the food scraps bin on the odd occasion for their meat scraps and bones.
 - It was apparent that those who were composting already felt they were doing the right thing and could see no benefit to them in the food scraps collection service.
 - They felt the small amount of food scraps they might put in the general rubbish was not worth the effort of cleaning the food scraps bin.

FEEDING ANIMALS AND BIRDS

THE FOOD SCRAPS

- Those living in rural areas would invariably feed the meat bones and meat and food scraps not suitable for composting to their animals. Many had dogs or extended family/ friends with dogs or other animals who would take the food scraps not suitable for composting.
- Those with large gardens especially in rural areas had no issues in finding somewhere to bury unwanted food scraps (including meat scraps) that they considered too smelly for the food scraps bin.
- Urban participants also mentioned feeding food scraps to the birds.

[Name] what did you do with yours?] *If I've got something leftover because my son's got pig dogs-the meat things like that, but we manage to get rid of it quite quickly. (Council D)*

We've got a compost in our garden, and we just give the bones, or any meat to our friend and she's got dogs. (Council D)

Any meat that's able to be eaten by the animals, they'll have that. (Mixed)

USING THE IN-SINK DISPOSAL UNIT FOR FOOD SCRAPS

- In-sink disposal units for many participants who didn't use the food scraps bins was their first choice for food scraps. First and foremost these participants liked the immediacy (it was quick/ instant) of a clean kitchen and the convenience. They could clean/clear the kitchen easily as part of meal preparation and also clearing up. Again, 'clean and tidy' was the mantra for these participants and was at odds with the food scraps bin which was messy and smelly.
- Nearly everything could go in the in-sink disposal unit; chicken bones, salmon skins were mentioned. Food scraps that could not go in the in-sink disposal unit would be put in the general rubbish and were not seen as a lot- meat bones, shells, coconut shells and avocado stones were mentioned.
- There was little concern for water use as in these areas water was free so it was cheap to use.
- Also noted by a few participants the idea of smelly kitchens and smelly food scrap bins was abhorrent to them.
 - One person stated they had 'OCD' and could not abide a messy kitchen.
 - Another participant had grown up on a farm with her job as a young child being to feed the animals the food scraps daily-this resulted in her hating having to empty food scraps now. As soon as she discovered the in-sink disposal unit there was no looking back for her.
- There was low awareness or concern about where the waste from the in-sink disposal unit ended up. It was assumed that it went into the waste water system or sewage treatment.
 - Most felt this was fine as it would break down (and was better than sanitary products).
- Concern about impacts of in-sink disposal unit waste on infrastructure were non existent. If a specific region's waste water infrastructure could not cope then participants felt that in-sink disposal units should not be sold or available in those areas.
 - A couple of participants commented through the discussion they had just learnt about where it goes and admitted their naivety.
- For some composting was not an option due to the small size of their section with the in-sink disposal unit preferably to putting into the rubbish bin.
- For those using an in-sink disposal unit, it had come with their house and most would install one if they went to a house without one. In-sink disposal units were expected in modern homes and considered good for resale. In addition seeing so many in modern homes reinforced that it was a good thing to have and use.

CONVENIENCE AND CLEAN KITCHEN (NO SMELLY STUFF) A KEY PLUS FOR THE IN-SINK DISPOSAL UNIT

[What do you do with your food scraps at the moment?] *I've got a garbage grinder. And again, we're not metered on water, so we can just go for it. [Why do you like using your in-sink disposal unit?] Why? Again, we've got a small section. The bin's picked up every two weeks, sometimes forgotten, like he said. And on a day like today [hot], it's just going to be smelly so I'm not even going there. (Council A)*

It's easy. It's fast. It's not bad to go down there. Why go walk into your garage and use the food scraps bin, and if it's going to smell for 2 weeks, or whatever when we can just chuck it in the in-sink disposal unit right now? (Mixed)

[So, can you tell me a bit more about that? What's so good about it?] *Convenient. I'm just making dinner, and I'm peeling veggies and that's just straight down water, and it's gone. And it's clean, no smell. And then if there's anything that's left over that the dog or the two boys won't eat, then it just goes straight down the gurgler. But I don't have a lot of food scraps, to be fair. And if I do, then it's something that I think is marginal, it just gets wrapped up in a paper towel. On rubbish day I leave it in the fridge or the freezer, and then it goes out in the rubbish....but it's such small waste. (Council B)*

[So did the in-sink disposal unit come with your house or did you install it?] *No. It was with the house. And my last house had one. And yeah, I got a new kitchen and I replaced the in-sink disposal unit for a bigger one so that was great. (Council B)*

And it's not like you're throwing bad stuff into the wastewater treatment, it's not like a sanitary pad or a condom or whatever going down into the wastewater treatment plant. It's biodegradable stuff. (Council A)

I assumed that since most houses had them, that it was probably okay for it to go into wastewater. But I've just learned. Maybe it's not. So, it's an interesting point. Yeah. (Mixed)

GENERATE LITTLE FOOD WASTE

- Many participants stated they had very little food waste.
 - As mentioned earlier those with large gardens, more often rural were composting and burying food waste in the garden, giving to the dogs/other farm animals or to friends/ family who had animals.
 - Urban dwellers who were composting took this seriously and felt they had very little food waste which might end up in the general rubbish.
 - Across the groups participants commented that they managed their food well and took care to have very little food waste – with the cost of food high there was little room for waste of any sort. Families and retirees were equally careful to ensure there was little food waste.
 - Also the amount the food waste generated was dependent on the size and type of household. Larger households with children may not have as much food waste as those flatting for example.

Well, for us there's no dairy goes in them. And I was going to say there's not much scraps left over anyway. (Council B)

- When asked to consider what amount of food waste they might have weekly many thought that around three 2 litre ice cream containers would be usual for them. Notwithstanding this amount varied by household and how they managed their food waste, some would have very little (less than half a 2 litre ice cream container a week and larger households may have more.
 - Two-three 2 litre ice cream containers of food waste was viewed as enough to make it worthwhile to use a food scraps, while one/one half of a 2 litre container would not be worth it and this would end up in general rubbish.



FOOD SCRAPS TOO SMELLY, ATTRACTS FLIES AND VERMIN AND OTHER ANIMALS

- As mentioned previously for many participants they were either using an in-sink disposal unit or composting.
- **The smell of the food scraps bins** was definitely off-putting for many who were not using it – hence the in-sink disposal unit.
- It was a messy business putting your food scraps into the bin and over the week this would get messier and smellier. This can also be exacerbated by summer heat.
- To be useful the bins need to be close to the house again making it not that nice having a smelly bin close by.
- Those who were composting, using the in-sink disposal unit, feeding animals (dogs and pigs were mentioned) and birds invariably would put surplus food scraps-mainly meat bones and meat scraps, and particularly smelly food waste in the rubbish. The main reason for not putting in the food scraps bin at this stage was concern over the smell and attracting vermin and flies. Rural participants would rather bury meat bones and scraps and smelly food waste in their garden.
- In addition, if little food waste was generated (a number of participants stated that this was the case for them) then the thought of this sitting in the food scraps bin for a week or two was not fathomable.

Worried about animals getting into the bin

- Concerns about the food scraps bins attracting flies, vermin, dogs and cats was high. The same reasons they were not putting some food waste, meat, bones and shells into their home compost (attracts rats and flies etc.) was given for not wanting to use the food scraps bin.
- In addition with the lids not locking properly the risk of dogs and cats getting into them was an issue (and experienced by some).

*It's just because it goes down a long drive, and if I'm not watching it. ...I've seen many of them spilled out because dogs have got in them, right!
(Mixed)*

We have an in-sink disposal unit so most of the food scraps go in there, and then the balance of stuff, we just freeze and just put it out in the rubbish because I don't tend to put it in the green bin because I do feel that the food attracts quite a lot of flies, and rodents and stuff. (Mixed)

OPERATIONAL REASONS FOR NOT USING THE FOOD SCRAPS BIN

- The **local geography** had an impact for some participants and limited their use of the food scraps bins.
 - Steep and long driveways: these participants noted it was an effort to get their rubbish and recycling bins out and the food scraps bin was an additional hassle. This was more so for older participants.
 - Rural areas, houses were set back a long way from the road which made it extra work to get the bins out. With the food scraps bin so far from the house and out of their sight it was more likely to be attacked by dogs. It was noted that dogs getting into the food scraps bins was a concern in both urban and rural areas.
 - Windy weather also made it more likely for the food scraps bin to fall over and open (see below). And being light they would blow down the street.
- Some participants commented that the council workers were often in a hurry and **not placing the bins back on the kerbside properly** - again resulting in lids popping open and releasing the smells. Many mentioned that on the day the food scraps were being collected there was a smell over the whole street. There was also some sympathy for the collectors having to deal with the smell and mess.
- **Covid** has interrupted the embedding of a habit when the food scraps collection first started (prior to Covid for some). Participants recalled they had been 'giving it a go' initially but when collections stopped for a while they had not restarted once rubbish, recycling and food scraps collections recommenced.
- The **bins** themselves were viewed as not fit for purpose. Many participants who had used the food scraps bin found them **too light** which made them easy to fall over, with the **lids and locks not staying closed**. This resulted in dogs and cats getting into the food scraps bin, creating a mess and also releasing the smells of food scraps gathered over a week.
- A few participants found the food scraps bin **too small** for their purposes-mainly those with larger households.
- In the meantime some were using the food scraps bin for other things:
 - Storing and carrying the coal
 - Putting the recycling in it ready for sorting into the big recycling bin.
- The food scraps bin was **too smelly** to keep inside if used for putting in food scraps; yet it was inconvenient to keep outside when doing food preparation and clearing meals.
 - And when kept outside the smells from the bin when opened daily was off-putting if too near the house for some.
- Apart from the smell some participants just did not like **cleaning the bin**. Leaving it outside and hosing it down still did not clean it well and often it never smells that clean.
- And others did not like dealing with that type of waste – *"it grosses me out and my husband too."* For the small amount of food waste generated it was not worth it some stated.

THE BINS THEMSELVES ARE NOT WORKING FOR SOME PEOPLE, LOCAL TERRAIN AND WEATHER MAKE IT MORE DIFFICULT, COUNCIL TRUCK SERVICE COULD BE BETTER

The big problem I see is that I've got a corner section, and we live in, it's not a cul-de-sac, but it's a no-end street, where everyone has their bins out and puts them in front of my place. So when I mow my lawns I've got to move them, and they are a bit smelly at times. But I just put up with it. I'll come back to that later. (Council A)

Well, they're tiny for one. They're not big enough for families. Small enough to sit on my bench when I first got this. This is neat, and then it filled up within a couple of days, and I was like, Well, this is just not big enough.[Do you think they should offer a larger size for families, maybe, or something like that?] Yeah.....And then, like any animal can get into them. If you know drop them on their side. That's it. (Council D)

In my little village because I live in [Rural], and I don't really see anybody really using them. So I don't really see any incentive to use them. I don't see a lot of people using them. There's not a lot of information about this. (Council D)

Can I just say that the very first week that the food bins were collected, and I didn't put mine out, I looked down the street and it was... where they'd fallen over, because there wasn't enough weight in the bin. And the other thing is that I often put my neighbor's out, and the lid doesn't fit properly and has never fitted properly since it arrived, and so it comes off. And so, those experiences early on with the buckets just reinforced my upbringing of, "Oh, I'm not doing scraps." (Council B)

And I have to say that the council was not great. I have a green bin for my green waste, I have a yellow bin and I have a red bin, and I have a blue one for the glass, and then I had the scrap bucket that I don't use. But they do not place them back on the ground in a way, so they're either fallen over, the lid's off. This is across the board. I have to say the glass person does put the bin upside down, but that's the only recyclable bin that's placed back appropriately. I know I live on a hill, so therefore it might be difficult for the truck, but if I can maneuver it out there and get it on the curbside, surely, they can put it back without me collecting it off the road or off the lawn, or whatever? (Council B)

Down [Name] Road, there's not always good places to park bins on the level. And there was one particular occasion that... I can't think of the name of the road. And there's a lot of houses up long driveways, it sounds like a couple of other places, and they always bring their bins down. And it was a windy day and half of them had blown over, and a lady had stopped to stand them upright again and then put all the rubbish back in, and I'd joined her. We did this for about 10 minutes. (Council B)

LEARNING FROM RECYCLING

- Recycling has been in place for many years now and has become ingrained behaviour. It was also reinforced by children at school.
 - Some participants recounted that it had taken them nearly 20 years to finally make it a regular habit but they had got there now.
 - The process for recycling was relatively straight forward and many got some satisfaction in cleaning and sorting their recycling.
- In comparison dealing with food scraps was messy and smelly. Also there had been little communication on the food scraps service once it commenced.
- A number of respondents believed that the food scraps collection was fortnightly like recycling and rubbish and thought that two weeks was too long for food to be sitting in the food scraps bins.
- Many commented they had little idea of what happened to the food waste and still had some confusion about the service:
 - Weekly or fortnightly collection?
 - What could go in the food scraps bin?

[You all said you recycle. So is this less useful and less easy to do than recycling, general recycling?] *It's harder to do than recycling. Recycling, I think's plum easy. Anything that's dirty just goes in the dishwasher. It'll be clean, and it's clean when it goes in the bin. Otherwise, rinsed out under the tap, into the bin. (Council A)*

I think on the whole, that the yellow recyclable bin, which I'm really, really... It sounds a contradiction on terms, it's on zero in one part, but a 10 in the yellow bin, the stuff that goes in that yellow bin is much easier to handle. (Council B)

You can rinse it out, and you can have it on the kitchen bench or in a bucket straight into that. (Council B)

The Antenno message that I get every week, about the rubbish or the recycling I get, I'm pretty sure it's glass and yellow bin out one week, then food scraps and red bin out the next week. I'm pretty sure that's what it says. I could be wrong, but that's how I thought of it. [Interjection: I thought the food bin was every week.] [Interjection: Yeah. It's every week.] Okay, I'm wrong. (Council A)

RECYCLING, ROLE OF CHILDREN/EDUCATION

- For those with children in the household it was apparent that recycling behaviours were being reinforced at school and this was flowing into recycling of food scraps.
- Parents commented that their children were very aware of the environment, such as the impacts of plastics for the future of the world. And they were positive about the role of education in promoting waste recycling behaviours, including food scraps collection. Furthermore, children had a role as educators in recycling .

It's a shared responsibility in our house. We've got a couple of young kids as well, so sometimes we encourage them to do it, if I'm doing something. If I find you know paper or cardboard and stuff. I just get my daughter to go and put it in there, in the recycling bin, so that they get used to the concept as well. You know they're into waste management as well, so they don't, they're not allowed to send plastics or anything in the food, you know, in the lunch. They're only allowed to dump the food scraps in the scrap bin. [So she's helping you learn as well, is she?] (Council A)

As I said, a school here in Hamilton, they're doing a fantastic job and teaching kids how to segregate waste, and you know, for recycling and all that stuff. (Council A)

I think it's fair to say that, look, I've got a child at school, and they are very aware of the planet. They're very aware of what it's going to look like in the future. And no disrespect to anybody here, but they're more aware of plastics and things like that because it's more drummed into them. Tauranga is an older demographic of people on a whole. So that they've come from, like you say, farming backgrounds and grown up on ... And that just the old mentality was like, "Just burn it or just bury it." But the reality is, now with the change coming through in the younger generation, they're more conscious of that. Definitely. (Council B)

- It was also noted that not all members of a household would recycle correctly. One mother commented that chicken nuggets and fries for example could end up in the rubbish bin.

[What food scraps would go into general rubbish?] I try not to waste a lot of food in my head. But my kids might throw it. The chicken nuggets or some stuff like fries, and that will end up in the bin, you know.. but yeah, I don't really tend to put food in the bin. (Council D)

OVERCOMING BARRIERS TO USING THE FOOD SCRAPS BIN

The researchers made suggestions for solutions to issues mentioned by participants.

Bin liners provided by council

- A small majority thought this would be a good idea and helpful to them. The proviso being that the bin liners were strong enough to last the week and not fall apart and create more of a mess.
 - Some suggested smaller bin liner bags that could fit the smaller caddy, tied up and put into the bigger bin.
- Others however were concerned about the extra cost on top of a service they already were not that enamoured with or using infrequently, if at all. Costs to the ratepayers was a concern.

Bins

- Also suggested was having a sealable lid or more secure lockable bins to contain the smell.
- Also mentioned in relation to the bins was a more regular collection service (more than weekly) and to have the bins rinsed by the trucks. While possibly not practical this suggestion reinforces the experience that cleaning the bins and the smell are strong deterrents for some.

Freezing food waste and putting into bin on collection day

- For those who had room in their freezer this was a handy tip. Some were already doing this. But many stated their freezer was too small or already full.

Using coffee grounds to cover when emptying kitchen container into food scraps bin

- Many were already using their coffee grounds in their home compost or in their gardens.

Fruit fly trap

- There was low interest in a fruit fly trap, although some would use this if provided.

You know liners, or you know the compostable bags that, like are made of corn starch. If we get that one and I'd be happy to throw the bones and stuff, and just wrap it up it quickly because I know its a good idea to just sort it. (Mixed)

[I was going to say, would that be useful if you had bin liners? Would that make it better?] No, that would just be another charge from the council. (Council B)

EXPERIENCE OF COUNCIL SERVICE

- Participants were asked to rate their experience of their council food scraps service or the 'idea' of the food scraps collection service.
- Unsurprisingly many participants (recruited on the basis they were not using the service) were not that supportive of the food scraps collection service.
- However there was a spread across all regions of those who while not using the service, considered it was a good idea in principle and recognised it as a good initiative. Those in rural areas were more positive of the service than those in urban areas.
 - Many of these participants knew of others who were using the food scraps service and who found it 'wonderful'.
- While some were generally positive about the service/idea of the food scraps collection they did raise concerns about what was the result of the food scraps collection and looked for some demonstrable outcome – such as access to the compost.
- It was also noted that there was some scepticism towards their respective councils and querying the cost of services and the management of council services in general which impacted on participant's views of the service.

I gave the food scraps service an eight. I like to give people the choice of, if they want to get rid of their green scraps that way, I think it's good. My understanding is that green scraps that make their way to landfill are a particularly bad thing because as landfills are sealed over with concrete, that green waste, it never goes away, like you think it might. It turns into acids and it causes other harm, down the line, is what I understand. So I'd like to see everybody either using the service or a compost or something like that. So, to give people those option and hopefully cut down on a bit of green waste going to landfill. Yeah, it's a good idea. (Council B)

I've got seven. That's mainly because, not just for me, but what I see within the neighborhood, a lot of people do use it. (Council A)

[You're a great advocate, you've got nine. Why do you think it's good?] It's just me thinking about... That it's probably not more convenient for the elderly, because you know, there's extra, but for people a bit younger, they can get into the work and do their part, just to make things...[It's not that hard to do for the younger ones]... I think it's a good incentive, or not incentive, but like, how they think of...It's, like out of the box? Thinking out of the box? Innovative, and creating jobs, contributing back to society, with that sort of opportunity around the country, where they can do it. (Council A)

I gave it 9 and a half. [Okay? Why do you give it a 9 and a half? What's good about it?] Just mainly with people who haven't got home compost. And I think in the end we will get into it, and I see it as a really good idea. (Council D)

I gave it a 9 because I had told some friends that I was doing this and they use it all the time. And the bags great, love the bags. And the only reason I took points off is because the people with a lot of meat bones, they don't think it's big enough, and they don't get enough bags. One of my friends suggested that the council just put some bags in the letter box once a month. But you know they don't know who needs them and who doesn't it. (Council D)

FOOD SCRAPS COLLECTION IS NOT USEFUL FOR THEM (DISLIKE SMELL AND COSTLY TO RATEPAYERS NOT USING IT)

[Why did you rate it so low?] Because I don't use it and I don't see any use for it, and I've heard horror stories about them. But I gave it a one instead of a nought, because I guess a lot of people do use it. So the convenience, or the option, is there. [What are the horror stories, apart from the smell, that you've heard?] The smell and the flies. Oh, cleaning them, I think. (Council A)

[The low scores, so why are these so low?] I never use mine but every now and again I have to go and put my daughter's out, and... They leave it for two weeks. When I took it back in that night, the last one, which was when they went away at Christmas, I took it in and the lid fell open, and I went, "Oh my God." I just filled it up with water, shut the lid and left it. Left it for my son-in-law to sort out when he came home two weeks later, because I wasn't... I didn't know what the hell to do with it, for a start, because the rubbish guy, he doesn't empty it properly. He just goes "bang" and what happens, happens. I think the trucks should have a rinsing system. I don't know. Maybe I'm wrong. Maybe I'm too idealistic but it's just the way I think. (Council A)

I'd give it a zero. Can I give my bin back? (Council A)

[You three who've rated it low, have you used it at all?]....So why haven't you used it, Name ?] I don't want it. Imagine it out here, today [hot], and it's full? And it's two weeks later. (Council A)

I put zero. I just think it's a waste of taxpayer money, and they produced a bin that we didn't want in the first place. I just think we were not given an option. It's a bit like when they announced this is your package, here's a big bin for your rubbish, here's the recycling bin, here's the food scrap bin, we were only putting out a rubbish bag once every three weeks. And the council said no, you need a big bin for your rubbish. You don't get an option. I was like, well, we don't, actually. So now we're paying for that, as well. (Council B)

We've got 41 houses in our street, and when the buckets were put out last time, there were 12, so it's 30%....I just put one. Look, I think for people that have got a very close driveway that are very eco-conscious, there is a small percentage of people that are using it and they enjoy using it and that's great. I think personally, in the areas I travel, and I travel many areas in [Name City], it's not working. (Council B)

[So, Name, you said zero as well, did you?] Yes, I had zero. Yes. I just think it's a total waste of time. And... Yeah, it's another bin I've got to take 80 meters down the drive. [So if you were closer, if you didn't have a long driveway, would you use it or not?] No. Still wouldn't use it. No. (Council B)

I just didn't like cleaning the bin, but the Science lady was on TV saying, oh, hey, you can make rubbish bags out of newspaper because you couldn't use actual plastic bags but the food soaks through, and then it sits outside all day before it's collected. So you know, having to hose the bin and it never, you know, smells as clean as what it used to. So that's really, why I don't use it in the summer. (Mixed)

EXPERIENCE OF COUNCIL SERVICE

Council A	Council B	Council D	Mixed group (1 x Council D, 1 x Council C, 3 x Council A)
Rating the service/idea on a scale from 0-10 where 0=poor and 10 =excellent			
Average 4	Average 3.6	Average 7.5	Average 7.7
<p>n=3 rating 0 – 2</p> <ul style="list-style-type: none"> • Smelly bin attracts flies and in hot weather is especially smelly and quandary of where to put the bin • Not always emptied properly so more cleaning needed, not always picked up, smelly trucks • Costly to ratepayers • It's a hassle • Attracts flies, animals and vermin 	<p>n=4 rating 0 – 1</p> <ul style="list-style-type: none"> • Seen as a waste of tax payers money and as a composter she doesn't need it but is paying for it through rates. Would like to have been given the option to use • Uses in-sink disposal unit and has no need or use for the food scraps bin • Feels there are other things the council can spend their money on, queries the environmental cost of producing the bins and collecting the food scraps 		
<p>n=3 rating 5 – 9</p> <ul style="list-style-type: none"> • Good for people who don't have an in-sink disposal unit • Protects the environment, less greenhouse gases at landfill, easier to manage landfill, shows responsibility • Making something productive out of it, like compost • An innovative and 'out of the box' service • Visible and can see others using it 	<p>n=4 rating 6 – 8</p> <ul style="list-style-type: none"> • Likes the concept of reducing landfill and greenhouse gases • Seen as good idea even if not personally using it • While a good idea it would be good to give people the choice 	<p>n=6 ratings 5-10</p> <ul style="list-style-type: none"> • While not personally using it, know people who are and think its wonderful/ love it • Good idea, great initiative • Can't see many people using it where she lives 	<p>n=6 ratings 5-10</p> <ul style="list-style-type: none"> • Like the idea and use periodically, supports rates going to this service • Service is efficient, once the bin is out, it goes and they are clean and punctual • While doesn't use it, does know people who do and who like it • Would like to see more education on what goes in there • Recognises that it is difficult to get people to change their behaviour • Would like to know what happens to the food scraps

Knowledge about
food waste impacts



Snapshot



Knowledge and awareness of food waste cycle

- Many think that food waste in landfill will break down, but that is not seen as a negative thing
- Benefits of the food scraps collection/ recycling was not top-of-mind
- Benefits of food scraps collection/ recycling needs a New Zealand context to be more relatable
- Clearly articulating what happens to food scraps in landfill and that it contributes to greenhouse gases is needed
- Confirm that the food scraps collected is composted and returned to the community

Messages to support using the food scraps collection service

- Messages that have a global impact addressing climate change/green house gases important
- Linking to future generations resonates especially with those who have children/ grandchildren
- Having a local impact/benefit equally important
- Both benefit to council parks and reserves and indirectly to rate payers AND benefit to local farmers (especially in food producing areas)

FOOD WASTE IMPACTS AND KNOWLEDGE

- There was low knowledge and awareness of what happens to food waste that ends up in landfill.
- The overwhelming majority thought it would break down in landfill or be eaten by rodents at landfill. Many were surprised when told that when it breaks down it has a negative impact and it would contribute to greenhouse gases.
- A few in each group had some notion that food scraps in landfill could be releasing CO₂ (greenhouse gases) but these were vague, not definitive and not top-of-mind.

It probably ends up decomposing naturally. (Mixed)

Respondent: Well, until I heard what you said, I assumed it just broke down.

Respondent: See, we haven't been well educated, have we, about what does happen to it?

Respondent: Yeah. I thought it just broke down, as well.

Respondent: Yeah, it's natural. So, therefore you would assume that it should break down. (Council B)

I have some vague memory of it releasing more CO₂ when it just breaks down on its own rather than being composted properly. (Mixed)

- There was a mixed response regarding the benefits of recycling food scraps. Some had very little idea and could come up with nothing.
- While others mentioned:
 - Recycling food waste into compost locally and then benefiting locals, composting on a larger scale, at a commercial level.
 - While compost was a positive outcome, for some this was a hope but they were not sure if this was happening in reality.
 - Reducing the need for more landfill.
 - By not going to landfill it will reduce greenhouse gas emissions (cited by very few).

I'm not sure, but is it easier for the government to manage the landfill garbage because it doesn't generate that much gas? (Council A)

Well, we don't know how they compost it. (Council A)

I don't even know where that goes in [Name city], whether it goes down [to transfer station] with the yellow bin or not. (Council A)

I'm going to make the assumption. I hope, that it's going into like a big commercial compost. So the end result will be that it's available for you. Okay? But again, I'd like some confirmation on the process. (Council D)

STATEMENT TESTING

- An information statement on the benefits of food scraps recycling was tested to see how well it resonated among participants.
 - For many it was a surprise to read that food waste in landfill produces methane and contributes to climate change. There was a need to communicate this more widely to encourage others.
 - Also helpful was reading that food waste was turned into compost as many could not recall hearing about what was done with the food scraps in their area.
 - Learning that food waste in landfill was not biodegradable (overtly from the statement) was definitely helpful as participants began to see the importance of the food scraps collection service (even when not using it).
 - Notwithstanding there were some with entrenched views towards the service as they considered they would not be using it and did not contribute any food waste to landfill.
 - However other parts of the statement were not that informative or interesting to participants.
 - The comparison of food waste to a country was not that helpful as it opened up the possibilities that New Zealand could not really do that much compared to China and the US.
- Placing this information in a New Zealand context will make it more relevant to New Zealanders rather than comparisons with the rest of the world and highlighting how the food scraps collection was addressing climate change in New Zealand.
 - *“Is this the world? and If so what is New Zealand’s contribution compared to the US and China”*
 - It was important to include a New Zealand context to be personal and meaningful.
 - Also, participants were clearly wanting to hear what happened to the food scraps collected in their region. As most of them had no idea.

What happens to them? Where do they go? (Council B)

So, the food scrap bin waste, does that go to the landfills too? [Interjection: No. Well, supposedly not.] Where does it go then? [Interjection: We don't know that.] (Council A)

I don't know how they compost it either. (Council A)

Well, don't they go to a composter or an organization that does composting, as opposed to a composter? (Council B)

If food waste was a country, it would be the third largest producer of greenhouse gases after China and the US. Food waste in landfill produces methane which is a gas which contributes to climate change. Food waste is turned into compost. When farmers use it on their soil it retains water during droughts and helps absorb more water when there are floods. ¹

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[So how does hearing about some of these benefits of collecting food scraps encourage you to think about the council food waste in your area?] *I think that's awesome. I don't know if they did say that, and I missed it. I learned a lot about why we do the recycling, and how some of the recycling doesn't get recycled because of the certain numbers and stuff. I don't know how much of that information was made available, or if I've got to go and find it. But that that's really good. (Mixed)*

[What do you think of that? Does there anything for you that makes you think about this?] *That's interesting. Yeah, that's good to see. (Council D)*

[Have you learnt anything new?] *Well, yeah, because I learnt that it doesn't break down. But in reality will I use the food waste bin? Probably not. If I'm honest. (Council B)*

You say if food waste was a country. Are you referring to New Zealand's food waste or are you referring to the whole world as a food waste? Because the thing is - It wouldn't be New Zealand's food waste that's special. We're just two little islands at the bottom of the world that really don't contribute a lot to the world, really, apart from a bit of dairy. And the thing is, we worry about that, when there's huge countries, like China, India, even America, creating huge, huge, huge, big carbon footprints, fly around in jets, all of that. Yes, it is a small thing for New Zealand, and we should do better at it, but the reality is we've all come from ... most of us, dairy, that kind of background, produce. We've all grown up on big plots of land, where you dig a hole and chuck it in the hole. And now it's changed, because we've created so many people. We've apartments. All of that is starting to change the environment. (Council B)

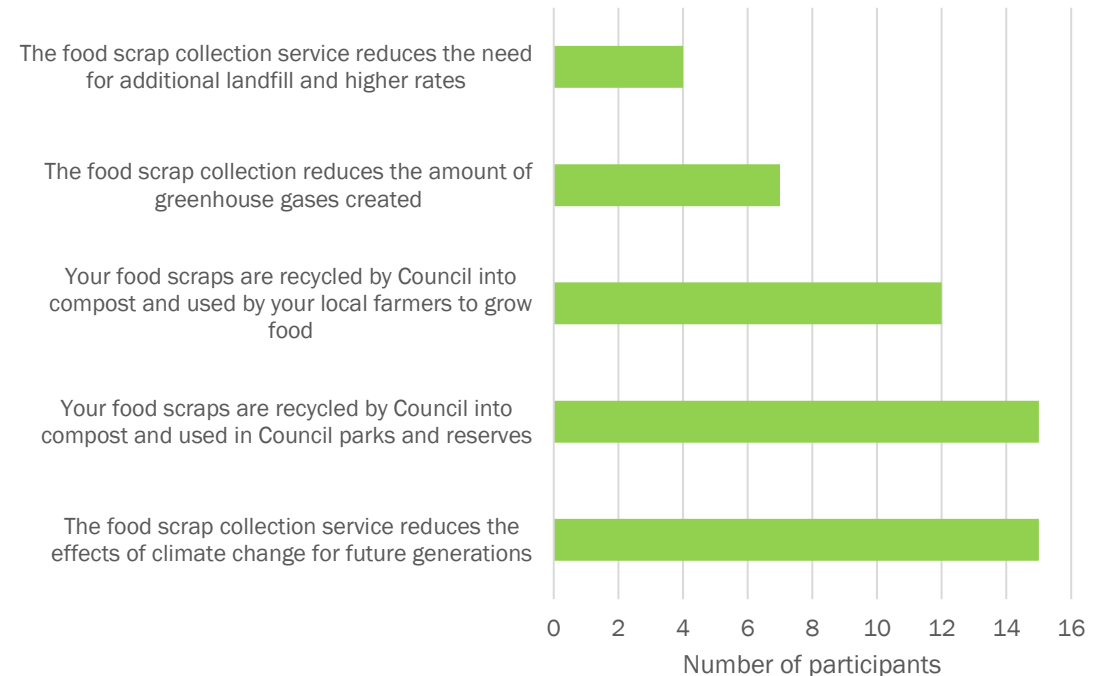
[Has it made you sort of think, some of you who've put it as zero and one, would you change it at all?] *I'm with [Name] on this. We produce in New Zealand very dismal amounts of anything that's going to affect the world. And then you break it down locally, to [Name city]-the xx-largest city in New Zealand, goodness me, we don't even rate anywhere else. (Council B)*

[Is there anything here that makes you change your view of food waste and food scraps, reading that?] *Oh, I suppose that the China/US thing does. [You saw that as large?] Well, that's huge. But we don't really know what China tips out. But we've certainly got a good idea of what the USA tips out. (Council A)*

MESSAGE TESTING

- Five messages were tested to see which ones would make the most difference in encouraging people like themselves to use the food scraps collection service. Participants were asked to choose their top two from a list of five statements.
- While not a quantitative exercise the following chart indicates the strength of feeling across the four discussion groups.
- The messages with the strongest support were:
 - ***“The food scrap collection service reduces the effects of climate change for future generations”.***
 - ***“Your food scraps are recycled by council into compost and used in council parks and reserves.”***
- Both had tangible outcomes that addressed local benefit and also global benefit.
- To be fair some participants were clear they would not change as they were already doing their part through mainly composting. And those using the in-sink disposal unit were doing so for reasons that would not be addressed by using the food scraps collection service.
- Nonetheless there were some who had little knowledge of the impact of food waste in landfill (i.e. that it creates methane) and were more open to using the food scraps collection service - the discussion had made them think about trying it again or using the food scraps collection service for the first time.

Messages to support the food scraps collection service-ALL



THE FOOD SCRAP COLLECTION SERVICE REDUCES THE EFFECTS OF CLIMATE CHANGE FOR FUTURE GENERATIONS

- This statement had strong support.
 - Future generations resonated with those who had children or grandchildren.
 - There was also strong support for addressing climate change and this was easily understood. Climate change equated to needing to reduce greenhouse gases.
 - And for many seeing the effects of climate change in New Zealand with the recent cyclones made this statement stand out.

[Why have you chosen those D?] *Deals with climate change. (Mixed)*

Yeah. I mean, it sounds like something I should be thinking about for my children, and her children, and the rest of it. Yep, anything that we can do to reduce our impact on the planet is a good thing in my eyes. [So that's something that resonated for you, having a young family?] Oh, it was my view before I had a young family as well, but we've done enough harm to the planet. We should probably try and do a little bit less. (Council B)

[Anyone else got anything to add on to D?] *I think equally that in the last week climate changes really come home to roost in New Zealand. So it just makes it more important. And also, as the mother four grandchildren, you think about the next generations. (Council B)*

YOUR FOOD SCRAPS ARE RECYCLED BY COUNCIL INTO COMPOST AND USED IN COUNCIL PARKS AND RESERVES

- Participants liked the idea their local council would benefit from their efforts by saving the council from having to buy compost.
 - Also supporting local was a positive.
 - Compost being made and used was an obvious and relatable outcome and demonstrated that the food scraps were being put to good use.
- However this did raise questions about *what did happen to the food scraps* with residents needing to know definitively that their food scraps were being composted locally.

Well, again, because I compost. And if I wasn't able to, it might as well go into something useful, either the farmers or council. (Council B)

[So why is A? You like the thought that it's made into compost and used on council land?] Well, otherwise they're probably paying somebody for compost. And they've got a hell of a lot of gardens in the city. (Council A)

[And why do you like A?] Because they're not using it and you know I would like them to. (Council D)

As I said before some of the places around New Zealand you can drive up as a person and fill up your trailer. For me the councils, and to the locals. It's great compost. (Mixed)

YOUR FOOD SCRAPS ARE RECYCLED BY COUNCIL INTO COMPOST AND USED BY YOUR LOCAL FARMERS TO GROW FOOD

- In locations that had a strong farming/food producing sector this statement had strong support. The message acknowledged the value of farming to New Zealand and to its people. Many participants commented that farmers were doing it tough at the moment and this was a way of showing support by the local community and council.
- This was definitely a meaningful use of food scraps and very relatable to participants.
- Again knowing what happened to the food scraps and that it was being put back into the land was a real positive.

I was more thinking about the fact of how hard farmers have already got it with like and that there's one little thing that could help as they're growing vegetables and fresh food and stuff for the country. (Council D)

Well, it's a farming and orchard area, so we're growing a lot of food here. Put it back into the ground. I use it as compost on my garden, so might as well go to the farmers, if nobody else wants it. (Council B)

Oh, yeah, look, same. The reality is, if we are using food scraps and it's going back into the earth to get more food out for human consumption, then that's a good thing. (Council B)

[So B, why do people choose B as well?] Because we're growing more food. (Council A)

[Any other reasons?] You know where it goes. So, it makes you feel safe that you do some meaningful things for the local people. (Council A)

THE FOOD SCRAP COLLECTION REDUCES THE AMOUNT OF GREENHOUSE GASES CREATED

- This statement was considered closely aligned with the climate change statement with 'reduces greenhouse gases' resonating. Indeed some participants found it hard to choose between this message and the 'climate change' message.
- However the inclusion of 'future generations' was an important distinction for the most supported statement. It was noted that participants who supported this statement were also comfortable with the 'climate change' statement.
- While similar to the 'climate change' statement, for some participants it was not as clear and broad ranging and not as good.

[Why E?] Because we hear lots and lots on the news about greenhouse gases and that can reduce the amount of greenhouse cases. (Council D)

I picked that. Because D and E are very similar. So, I was like, well greenhouse gas, as we know, that they are causing huge problems around the world... The reality is, once you put it in the ground...it does create the gas. So that's what's creating problem. (Council B)

THE FOOD SCRAP COLLECTION SERVICE REDUCES THE NEED FOR ADDITIONAL LANDFILL AND HIGHER RATES

- This statement received the lowest level of support.
 - It received support from those participants who were unhappy with their current council and council management.
 - Some participants were also aware of the pressure on landfills and impact on future options that would affect ratepayers.
 - One participant commented they had heard a message from council that they had diverted xxx amount from landfill which was interesting but there was still an information gap for them as the message did not include where those food scraps ended up—diverted to where?

I think if you're trying ... if it is going to become an advertising campaign, that's going to resonate with homeowners who don't want to pay higher rates or don't want more landfill eating up their rates bill. (Council B)

Communications



Snapshot



Channels and trusted source

- Mix of channels aligned to local demographics; targeted information (Social media younger, flyers, letterbox drop older)
- Some positive use of council app Antenno
- Less likely to check council website, but info sent with rates notice supported
- Some grudgingly trust council source, stronger support for local authority figure (iwi leader, farmer benefitting from food scraps collection compost) Celebrities or influencers were less popular
- Initial food scraps collection info rarely saved or stored, low recall

Kitchen scraps collection info

Key requirements were:

- Visually easy to interpret at a glance
- Visually appealing with good contrast of food images to background
- Tips and weekly collection reminder important at the start of the collection roll out
- Stages to embed behaviour
- Including some Te Reo

Communication gaps

- Outcomes focus what happens to the food scraps once collected especially important among detractors and those currently not using the food scraps collection service
- Clearer messaging needed as many unsure of what happens to the food scraps once collected
- Need assurance the service is meeting environmental and financial outcomes
- Sound bites of information on what can go in the food scraps bin, weekly collection and tips while embedding the service

BEST WAYS TO GET INFORMATION

A MIX OF CHANNELS NEEDED

- It was clear that a mix of channels was needed and aligned to the local demographics
 - Radio was mentioned as useful, especially for older people, also in rural areas.
 - Newspapers for a few.
 - Those who were younger and also with children and teenagers recognised the need for some communications via social media. Tik tok, FaceBook and Youtube were mentioned.
 - Tik tok was useful for children and teenagers who may in turn influence others in the household.
 - Ads on Facebook in small bites, such as Buy and Sell pages were suggested.
 - Note TV ads were seen as a waste of money.
- Participants were mixed about **council communications**, however the following were possibilities:
 - A few would check out the council website; although mainly if searching for something specific.
 - Some were using the council app for reminders about rubbish pick-ups (mainly urban and male) and found this and the complaints function useful.

- Older residents preferred a letter-box drop or message on their rates bill.
- Some also preferred email or electronic information rather than wasting resources on printing.
- Library notice boards were also suggested.
- Having a council open day including where the compost is made (and providing access to residents to the compost).
- There was some low-level recollection of the initial information that came out when the food scraps collection service started.
 - Participants commented that in the initial round of information there was a lot of information to take in (it was focussed on the changes to waste management and recycling). It may have been read and then binned or stored away but not referred to again.

I heard what [Name] said that when [Name city] first changed all the recycling there's a huge volume of information, and I took most of it in. And then, yeah, like the you don't hold on to this rubbish(ie information). You throw it down. So I think they're better off to sort of drip feed this stuff to us. (Mixed)

Whilst we have undoubtedly received one of these, (Waste and Recycling Brochure) and can only vaguely recall seeing it, I do doubt the value of it as we've not kept it for reference. (Council B)

TRUSTED INFORMATION SOURCES

NO STANDOUT TRUSTED SOURCE

Local trusted source/ Authoritative figure

- Some participants were more likely to trust a local and well-known person or organisation; suggestions included:
 - Local farmers who had benefited from the food scraps collection compost.
 - A scientist.
 - Local iwi leaders.

Local council grudgingly trusted

- In some locations there was distrust of the council and also little support for council information.
 - Some considered they received a poor service from their council. There was not much respect for council decisions among these participants. This then translated into low trust in council information, considering some information was not as clear as it could be (political overtones).
 - Although having some associated accountability could help offset these concerns..

- Conversely there some participants who were more positive about their council, had a stronger relationship with the elected council/ mayor and more likely to trust information from their mayor.
- Nonetheless there was an expectation that councils would provide information with some seeking out council information when needed – e.g. website, Antenno app, rates information.

Local celebrities

- Celebrity endorsements were not supported. There was consensus that these types of celebrity endorsements had run out of steam and were costly to engage.
 - It was suggested that local personalities would be more helpful to promote the food scraps collection service and possibly someone known for their environmental interests, although none of the respondents could think of anyone specifically.

SOMEONE LOCAL

[So who would be the trusted messenger, someone that would you trust?] *I'll tell you who I'd listen to. My grandkids.* [So, children speaking out and saying, "Hey, you'd better do this, Grandma, because this planet needs saving for us."] *Yes. I'd do it for them.* (Council B)

If you could find someone who benefited directly from the collection, so someone who's growing more kiwi fruit because he's getting council compost. There would have to be someone in their story, to be like, "Look, I'm growing more kiwi fruit now because [Name] is putting out his green bin." (Council B)

I think if it comes from council and has the mayor's name there or someone like that. The mayor rather than one of the... the chief executive. I think you'd trust. (Council A)

I think an iwi leader, then you know he's got authority. (Mixed)

Someone at the local level that we're familiar with. (Mixed)

MULTIPLE CHANNELS ALIGNED TO LOCAL DEMOGRAPHICS

. Well, I know a lot of people who listen to radio. I listen to radio on my way to work every morning. A local newspaper. So that's another good way of advertising, I think. (Mixed)

I don't read the local paper. Social media, Facebook, and things like that. It's like the future.... just like, drop it on like the buy and sell page,Sometimes I see things come up, and [Name] she'll share something from the council's page. It's not because I've gone to the council's pages. (Council D)

Probably I'd prefer electronic. So, you're not having to put like time and money into printing resource. (Mixed)

What about Tik tok videos of, you know, if someone sort of showing you what to do. (Mixed)

Well, it's got to go in our letterbox, got to go in the local newspaper. It's got to ... Well, I don't think it should go on TV, because that costs too much... Because, everyone reads and does different things. (Council B)

So, then you go social media...because, we're all probably on Facebook. And the reality is, if we're conscious about rubbish, but then we're like, "Hey, chuck a pamphlet in here," and we all go, "Ooh." We chuck that. But the thing is, are we not better to reach through social media because I think anyone, whatever demographic, we are all on some form of social media. (Council B)

I was thinking of some background information coming out with the rates. I will read it. And you've got a lot of people who are rate payers. (Council A)

COMMUNICATIONS TESTING – KITCHEN SCRAPS BIN

CADDY OR BIN

- There was universal dislike for the term kitchen caddy with the majority favouring calling it a 'bin'.
- The kitchen caddy was referred to in the discussion groups but it was apparent that the term 'caddy' did not resonate well with participants. It felt 'American or British' or reminded them of a golf caddy rather than a food scraps container. It was also more difficult for those where English was not their first language.

INFORMATION STICKERS FOR THE FOOD SCRAP BIN

- As part of the discussion we explored with participants a number of different kitchen bin stickers to inform people of key facts about the food scraps collection. The examples of stickers were selected from a range of local and international examples to explore the following :
 - Preference for cartoon or real food images and ease of understanding
 - Use of word descriptors alongside food images (separate list, with or without)
 - What information should be included e.g. including what is in and what is out OR focus on what is included only
 - Colour, clarity of information, layout, overall look and feel.
- There was strong support for the stickers as a visual reminder that would stay with the bin rather than be lost if a separate leaflet/flyer.




Stickers tested in first discussion group	Stickers tested in subsequent discussion groups
<p>What can I put in my caddy? Place any raw or cooked food in your caddy. You can even scrape uneaten food straight into your caddy.</p> <p>Elmbridge Borough Council</p>	<p>What can I put in my caddy? Place any raw or cooked food in your caddy. You can even scrape uneaten food straight into your caddy.</p> <p>Elmbridge Borough Council</p>
<p>COMPOST</p>	<p>WHAT GOES IN YOUR FOOD SCRAPS BIN</p>
<p>Food Scraps and Organics ONLY NO metals, glass or plastics (including polystyrene)</p> <p>Montgomery County Division of Solid Waste Services</p>	<p>Food Scraps and Organics ONLY NO metals, glass or plastics (including polystyrene)</p> <p>Montgomery County Division of Solid Waste Services</p>
<p>Turn your food scraps into compost</p>	<p>Food scraps Para kai Collected weekly</p> <p>What CAN I put in my food scraps bin?</p> <p>Reduce smells and odors Line the bin with paper or newspaper Wash, dry and freeze or store in airtight container</p>

COMMUNICATIONS TESTING – KITCHEN SCRAPS BIN

OVERALL LOOK AND FEEL

- There was little difficulty recognising food icons or food photos or any strong preference for icons or real food photos. The main requirement was visually easy to interpret which required **good contrast with the background**.
- The food images conveyed the food group when aligned with the word description. There was no confusion if the food image depicted cheese alongside the word description ‘Dairy’, in other words dairy included all dairy and not just cheese. Although many stated they would not put liquids into the food scraps bin.
- Simple and clear visuals** were important - ability to interpret and recognise at a glance.
 - Simple and clear was demonstrated by not too much information, both for food images and word descriptions.
- Possible use of ticks and crosses** to reinforce the messages of what goes in the food scraps bin.
- Inclusion of **some tips and also weekly collection reminder** was useful
- Relatable to children/ teenagers** as well as adults.

- The following stickers tested the most strongly, although there were aspects from the other stickers that could also be considered.
- Other aspects to consider:
 - Including Te Reo
 - Reminders of top tip and weekly collection
 - Leaving out any ambiguous symbols or signs
- Generally across the groups there was support for the look and feel of the first image below with additional information from the following two top ranking examples.

	<p>Clear, and simple, visually <u>appealing</u> and easy to interpret for children and adults.</p>
	<p>While busy, the additional information listed on what not to include in the food scrap bin was <u>helpful</u> Ticks and crosses reinforce what was in and what was out</p>
	<p>Separate list from food images meant some could just look at the list, appealed most to older participants</p>

COMMUNICATIONS TESTING

Sticker with icons for food images

- Visually this stood out as simple and easy to read and looked good
 - It was not too busy or too wordy and for children and adults alike could be easily interpreted/followed.
 - The idea that this was relatable to children was a real plus for parents as they envisaged encouraging their children/teenagers to use the food scraps bin.
 - The contrast of colours was good and the food icons also appealed.
 - Participants who preferred this sticker also liked the idea they could look at the icons or the words or both to get the message easily (at a glance) rather than reading a list (a later sticker).
 - A few also liked the simple reminder of 'no plastic bags'.
 - It should be noted that after seeing all stickers some suggested that this was the standout but with a few additional food/items added that could go in the food scraps bin.



Improvements

- Improvements suggested included:
 - Having all the food in one line would make it easier to read.
 - The tea bag icon may be misleading as a lot of teabags have tags and staples; forks and spoons not helpful in food waste icon.
 - One participant suggested a similar one but on what NOT to put in the bin.
 - Could add ticks to each one to reinforce the messages.

COMMUNICATIONS TESTING

Sticker with real food images, what is in and what is out

- This sticker had a mix of those who liked it and those who found it too busy.
- Those who liked this sticker liked that:
 - The title was clear and the ticks reinforced what goes in the food scraps bin.
 - It was also seen to appeal to children.
 - Real food images worked well.
 - Having a list of what not to put in the food scraps bin was helpful.
- However others felt that this sticker was too busy, it was hard to read and had too much information on it.
- The overall look and feel of this sticker was it had too much information which may put people off wanting to read through it.
- The contrast between the food images against the white background was not clear
 - For example the paper towels and tissues looked like chicken to some.
 - It also made it hard to look at the images.
 - The dark background was distracting.
- While some liked having a list of what not to put in the food scraps bin, others found it was too much information and preferred a focus on what can go in the bin.



Improvements

- Improvements suggested included:
 - Better contrast for the white food on white background

COMMUNICATIONS TESTING

Sticker with separate list, images of real food

- This sticker was seen as clear and simple to read by many. At a glance people could choose to read the list (run the eye down quickly rather than scanning all the photos) or just look at the food pictures and read the list only if in doubt. The food images were also realistic.
 - The list also provided additional items not initially thought of as food scraps e.g. plants and flowers, paper egg cartons, napkins.
 - For some older participants this sticker appealed more.
- Conversely this sticker was viewed by some as too busy with the list too wordy and off-putting.
 - Some of the food images did not contrast well with the white background and were hard to interpret.
 - The lack of words with the food images required more thinking and interpretation by the reader.
 - There were too many foods.
- The recycling symbol was seen as misleading; for some it was synonymous with recycling plastics.
- The contrast of colours was not good; white on white and also the green with black text was hard to read.



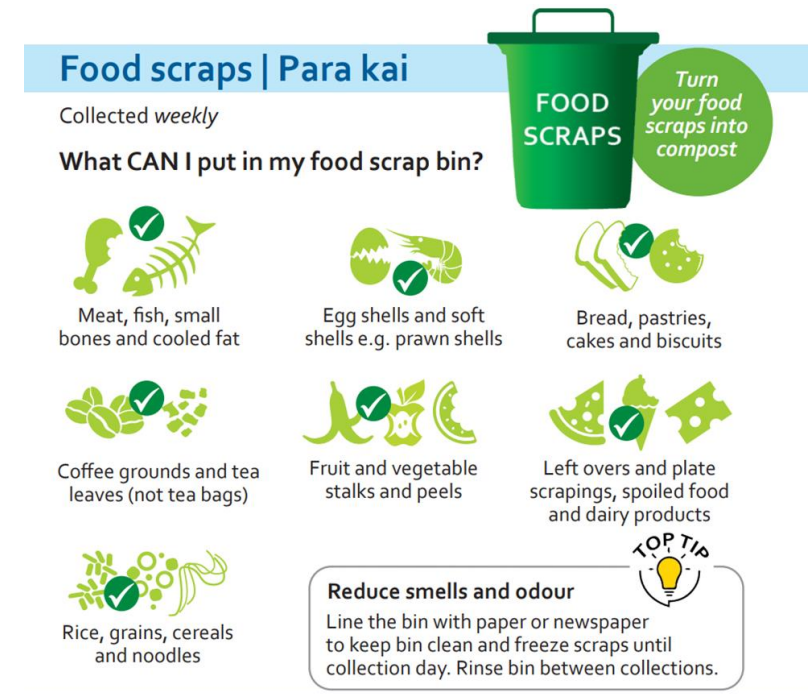
Improvements

- Improvements suggested included:
 - Better contrast between food images and background
 - Better contrast between word and background in list
 - Leave out recycling symbol as open to misinterpretation

COMMUNICATIONS TESTING

Sticker with food icons, more defined word descriptions

- While not getting as much support as the earlier stickers, some liked aspects of this sticker:
 - Inclusion of Te Reo
 - Important information and tips stood out:
 - Weekly collection (as this was different to plastics/ glass recycling bins)
 - The top tip was liked and seen as a good idea.
 - The colour of the food scraps bin aligned with the reality.
- However others found this sticker too busy with the additional word descriptors.
- Also it felt a bit bland (colours all the same) and more difficult to interpret the food icons-participants had to look harder rather than get the message at a glance.



COMMUNICATIONS TESTING

These remaining stickers were only seen by one discussion group and were replaced in the subsequent three discussion groups as they received negative feedback.

Sticker with real food images and word descriptors

- This was seen as too busy and cluttered.
- The white background did not contrast well with some of the food images
- Some of the additional items that could be included in the food scraps bin were useful.



Sticker with real food images and no word descriptors

- This was too confusing and it was hard to interpret what all the food images were without the word description.
- As noted by participants not everyone is visual so there was still a need for word descriptors.



ENCOURAGING MORE TO USE THE FOOD SCRAPS BIN

The following incentives were suggested to encourage more people to use the food scraps collection service.

- **Access to the resultant compost** was the strongest incentive for many:
 - Providing residents who use the food scraps collection the opportunity to use the compost made from their food scraps- either receiving it free or at low cost.
- Mentioned earlier, and reiterated here- the **bin liner** would be useful for some to put their bones and smelly food scraps into (that otherwise were being put in the rubbish). The test would be that the bin liners did last the distance and reduced the smell and messy bin.
- Providing a **monetary rates rebate** to those who were using the food scraps service or to those who don't use it for valid reasons.
- Filling the information gap is important. Many participants were unaware of what happened to the food scraps and others wanted to know the **statistics on the impact of the food scraps collection** service on landfill and rates for residents- not just the amount of food waste diverted from landfill, but also how much compost has been made and delivered to farmers or council reserves/ gardens.
 - Some also wanted some context- the overall cost of the food scraps collection service to ratepayers and the benefit to ratepayers.

XXX City council were giving away compost recently. Drive somewhere, and you could go in and get a bag. (Council A)

[Do you think people would be more likely to use it?] ...To encourage everybody. I think that would give them an incentive. That would be a good incentive. (Council A)

My wife is an avid gardener. You made a suggestion before, a couple of bags, or somebody did, a couple of bags of compost a year as a return. (Council B)

Christchurch has a system where a lot of that is put into compost and people can go and buy it....its great compost. (Council D)

If you not using it and lots of people are not using it, it should be user pays. (Council B)

I think they should incentivize us for the fact that we don't use it. That we are disposing of our things properly. [So, recognition that you are actually not putting it in rubbish?] Not putting it in the rubbish. We are actually utilizing it on our own property, improving our soil quality and all of those things. [Recognizing you are doing something with your food waste?] Totally. (Council B)

[What's an incentive that might encourage you?] It would have to be a huge discount, not like \$5 or \$10.If someone said you're going to get \$500 to \$700 a year off your rates I'd probably be like yeah that's definitely worthwhile. (Council B)

NO SUPPORT FOR COMPULSORY USE OF THE FOOD SCRAPS BIN

Also discussed was whether making use of the food scraps bin compulsory like some other countries were doing would be helpful.

- There was no support for making the food scraps bin compulsory e.g. no food scraps in the rubbish bin (red bin).
 - A number of participants already objected to the lack of choice in having the food scraps collection in their area and funding a service they considered they did not need or use.
 - Questions were also raised around enforcement with this approach.
 - A compulsory service also conjured up images of the COVID mandate controversy which no one wanted to repeat.
- Rather the emphasis should be on social responsibility and the environmental impact of food waste in landfill. Reminding people of the positive outcomes of returning food waste back to the earth through composting would be more helpful and encourage people to comply-create buy-in rather than having a legalistic approach

FINAL WORDS

- Participants were given the opportunity to send some final words to their council about the food scraps collection service.
- Those not using the service or detractors were keen for more outcomes focussed information.
- There was clearly room for more information and communication on the food scraps collection service in small and easy to understand sound bits. Importantly participants wanted assurance on what was happening to the food scraps and that there was some local benefit.
- It was also noted that participants wanted their local council to 'know and understand them'.
- Information needs focussed on:
 - Outcomes of the food scraps collection i.e. what happens to the food scraps .
 - Cost and benefits of the food scraps collection service.
 - Being open and talking to the residents.
 - Education at all levels.

Talk to your community, not just the tourists. I think they care too much about the tourists and forget about the locals. But good luck. I think, communicate with us, and maybe we'll get on board. (Mixed)

I think it's more that it's this region, because lots of us have dogs and our own compost, and when I think about it, we are quite a unique region, XXXXX, like we're quite unique since we're not wasteful. A lot of us think about our surroundings here. You look around, not lots of litter and I think we're different. (Council D)

CLEARER MESSAGING

Communications gaps:

Outcomes of food scraps collection

- Give us a positive (true) message about how the food scraps bins are helping our city
- More information on how the waste is processed
- I don't believe the compost places exist as they are not at the transfer station so I need to see the compost and get some for my garden to support the food scraps collection service
- This is the result that can happen (show us the results)

Be accountable

- Provide evidence of financial viability of services - cost-benefit analysis of full service
- Re-evaluate the food scraps pick-up to see if it is actually assisting the environment as much as we are led to believe.
- Knowledge that its actually beneficial through cost analysis
- Let us know you are accountable

Talk to us

- Council should be more open
- If I knew the council was talking to iwi and how they would get the community to respond
- Talk to the locals/ Talk to your community

Education

- Educate at all levels and start at schools

Bins:

- Redesign the bin
- Supply a better designed bin that could be picked up by machine
- Address the smell

Incentives:

- I would like to see a rebate for those who choose not to use the food scraps service, who use compost bins and worm farms instead
- Rebate on rates

Not supportive of food scraps collection:

- This is a waste of taxpayers money, you are providing a service we don't want and didn't ask for

But you haven't explained where the food scraps go, do they go into a great big composter, and it's all mixed in the end with the ground up bones and then it goes out as compost. (Mixed)

There was an advert. I don't know when or where. And it said ... It was along the lines of because of the food scrap collection, we've diverted x number of tons away from landfill. That's only half the message because we've diverted it but what's happened to it? It's all very well saying we've moved it but where the hell have you moved it to? That would be an improvement on the messaging. (Council B)

...maybe a bit more education around what should or shouldn't go in the bin why it's better than in-sink disposal units or whatever. (Mixed)

I'd love some stats on what impact it's had. I like to learn that we've got almost half of the target's landfill waste going down because we've got a recycling bin in everyone's driveway. That was really good messaging. To learn that 80% less green waste is going into landfill now would be a substantial message. If you can deliver a nice message. (Council B)



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