



Ministry for the
Environment
Manatū Mō Te Taiao

Recycling in Public Places



2008-2009 Application Guide

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Recycling in Public Places

2008-2009 Application Guide

Purpose

The purpose of this guide is to provide local authorities with information on how to develop and write a funding proposal for the *Recycling in Public Places Initiative*.

The Ministry for the Environment (the Ministry) will be inviting applications from local authorities that wish to establish, or are already in the process of establishing, recycling facilities in their area.

Timeline

The timeline below outlines key dates to December 2008.

Activity	Timeline
Applications open	To be confirmed
Applications close	To be confirmed
Assessment of applications	To be confirmed
Announcement of successful applicants	To be confirmed
Contract Agreements for successful applicants	To be confirmed
Implementation of recycling bins	To be confirmed

Background

Although, New Zealanders are excellent recyclers at home through council-managed kerbside recycling programmes and drop-off centres, the amount of waste being generated in public places and at events is increasing each year.

The *Recycling in Public Places Initiative* aims to complement the recycling services already provided by local authorities. This project is the next logical step to encourage a change in behaviour in relation to waste.

As part of the Government's sustainability programme, and in partnership with local government, the Ministry is developing and promoting a network of recycling bins located in public places throughout New Zealand.

Funding for the project has been approved by Treasury for three years (2007- 2010).

To date 23 Councils are involved in the initiative. They are: Christchurch City, Far North District, Kaikoura District, Queenstown Lakes District, Wellington City and Environment Waikato (in partnership with Taupo District, South Waikato District, Xtreme Waste Raglan, Thames Coromandel District and Otorohanga District), Auckland Regional Council, Auckland City Council (in partnership with North Shore, Waitakere, Frankton,), Tauranga City, Gisborne District, Wanganui District, Greater Wellington Regional Council, Tasman District, Buller District, Westland District and Invercargill.District.

The initiative is designed to test the operational and promotional aspects of providing recycling bins in public places, the project, focusing on high foot traffic and tourist locations in both the North and South Islands.

Year three of the initiative will continue to focus on these high-use areas. The operation of the recycling facilities will be supported by a promotional campaign supported by the Ministry, but delivered locally. For this financial year, funding is available for 220 recycling bins.

Scope

1. The *Recycling in Public Places Initiative* is a central and local government partnership. Central government funding is open to local authorities willing to develop public recycling infrastructure in their communities.
2. The initiative gives local authorities access to funding for the capital costs of purchasing, installing and branding recycling bins (up to \$2500 per bin) and makes a contribution to the annual operational costs for each bin to June 2010. This funding is provided through a competitive application process.
3. The initiative aims to support local authorities who plan to operate public recycling services in their communities into the future. The Ministry's contribution to the operating expenses until June 2010 will enable local authorities to allocate future funding through their annual budgets and Long Term Council Community Plan processes, or through partnerships with business.
4. The initiative aims to establish a network of easily recognisable *LoveNZ – recycle with care* recycling bins in metropolitan, high foot traffic, and/or tourist destinations across New Zealand.
5. The initiative is the start of a solution to provide people with the option to recycle their waste while out and about. To help gain an understanding of best practice for public recycling to support the network's continued growth, participating councils are asked to provide information on the project's implementation.
6. The use of the *LoveNZ – recycle with care* brand on all bins (in line with the *Recycling in Public Places Logo & Style Guidelines*) will provide a consistent appearance for the network. A promotional campaign to raise public awareness of the bins and their use will be delivered in areas where the bins are being established.
7. The Ministry encourages businesses wishing to contribute to the network to partner with local authorities as part of the application process. Organisations that already have bins, or who are in the process of establishing their own recycling bins, are also encouraged to use the *LoveNZ – recycle with care* brand, and can contact the Ministry to discuss.

Objectives

The objectives of the project are:

- To develop an easily recognisable and nationally consistent network of recycling collection facilities in public places.
- To help New Zealanders make sustainable choices by providing facilities to recycle away from home.
- To enhance international visitor perceptions of a 'clean, green New Zealand' through a visible, easily identifiable network of public recycling bins.



- To raise public awareness of the existence of bins and encourage recycling.

Funding 2009-2010

In the 2009-2010 financial year, the Ministry will:

- provide funding of up to \$2500 per bin for the manufacture, installation and branding of recycling bins (one-off payment)
- provide funding of up to \$1500 per bin for the first 12 months of operation ending 30 June 2010
- provide support for the promotional campaign.

Conditions of funding

- Applicants must demonstrate that they have established /or will be establishing the necessary infrastructure in their area to implement the *Recycling in Public Places Initiative*.
- Funding for the purchase, installation and branding of bins is provided as a one-off payment on receipt of invoices within the financial year that a council signs onto the initiative. Funding for servicing and maintaining the *LoveNZ – recycle with care* bins is only available until 30 June 2010.
- Local authorities must commit to maintaining and managing the recycling bins funded by the project.
- All recyclable material collected in the *LoveNZ – recycle with care* bins must be recycled.
- Local authorities must provide accurate records and a monthly report of the operation of the project in their area. The report will include the recycling yield, costs and benefits, public response to the bins and services, and lessons learned.
- Designs for recycling bins must be submitted to the Ministry for approval and bins must display the branding in accordance with the *Recycling in Public Places Logo & Style guidelines*.
- Local authorities are encouraged to work with local commercial operators to develop partnerships to establish public facilities in high-use privately owned facilities such as shopping malls, airports and service stations. Bins located in privately owned places must be consistent with the visual identity of the *Recycling in Public Places Initiative*.
- Chief Executive sign-off is required on funding proposals.
- Local authorities must commit to preparing and delivering a promotional campaign to raise public awareness and provide information on the initiative, with resource support from the Ministry.

Selection

Applications will be assessed on how they address the selection criteria in the application form and how they have developed a solution which reflects the principles of *Best Practice for Recycling and Waste Management Contracts* (see below for URL for this document)

<http://www.mfe.govt.nz/publications/waste/best-practice-recycling-waste-mgmt-jul07/index.html>

Application Guidance

- *This tool has been designed to be used in conjunction with the [Recycling in Public Places Initiative application form](#) and includes the criteria that will be used when assessing each application.*
- *It is recommended that each application includes the information outlined below.*
- *Lists of ‘things to consider’ are a guide only. They are sourced from Sustainability Victoria Best Practice Guidelines (2007) and lessons learnt from the Pilot Programme.*

1. Project Plan

1. Project Description

This section provides a brief summary of the project (maximum 100 words).

- Summarise where, why and what you are proposing to put into action.*
- Explain why the Recycling in Public Places Initiative will benefit your community/municipality/region(s) current situation.*

2. Project Location (10%) (Note: This is the weighting attached to this criteria for evaluation)

This section highlights what it is you are aiming to achieve (maximum 100 words).

- Detail where, why and what you are proposing to put into action.*
- What is significant about the proposed location(s)?*
- Where is the location, who uses it and what is the number of estimated visitors?*
- Include (if applicable) information about existing recycling facilities.*

Things to consider when selecting your project location(s)

- Are the locations well maintained and clean?
- What is the social, cultural or environmental significance of the site?
- Is there scope to ensure special events and conditions of site use are consistent with your objectives?
- Should the bin be portable for changing patterns of use over time – seasonal, events?
- Have key stakeholders, staff and contractors (landscape, cleaning, and waste) and key user groups been involved in the planning?
- Has a waste assessment been undertaken to identify the components in the waste, volume and weight on a daily or weekly basis?

- What are the likely peak periods and does the composition of the waste and recycling stream vary over the seasons?

3. Target Audience (5%)

This section describes who the project aims to reach (maximum 100 words).

- Who is your target audience?*
- Why will the Recycling in Public Places Initiative benefit your target audience?*
- In what other ways do you address recycling with your audience(s)?*

Things to consider when identifying your target audience

- Who uses the site and when - daily, weekly, seasons, holidays and events?
- What are the activities undertaken?
- Are the users and activities conducive to improving environmental outcomes?

4. Project Objectives (5%)

This section summarises what the proposal wants to achieve (maximum 20 words per objective).

Objectives - list up to four planned or intended achievements that will result from the project.

Make your objectives clear, concise and measurable.

- How do your objectives fit with the scope of the Recycling in Public Places Initiative?*
- What are you aiming to achieve and how will it be done?*
- Can the objectives be measured, and how?*

5. Project Management (5%)

This section explains what internal resources will be dedicated to manage and implement the project (maximum 80 words).

- How many people or approximate full-time equivalent staff will be involved in the delivery of the project?*
- Does this project fulfil the wider council strategic direction?*

Things to consider on project management

- How will you monitor system performance?
- Who will take the lead in communicating the system's introduction?
- Have staff and cleaning contractors been alerted to your plans, and do they understand what is required of them?
- Do staff and contractors know who to go to if they see changes in the system operations?

6. External Resources (5%)

This section explains what external resources will be utilised to run the project (maximum 80 words).

- Who will be responsible for collecting and maintaining the bins?*
- What is the route for materials to be processed?*

Things to consider on bin operation

- What scope exists with current cleaning or collection arrangements to incorporate recycled streams?
- Are you satisfied that the current collector is able to provide a recycling service, or is a separate or new contract required?
- Is there scope to include Recycling in Public Places in other municipal or site collections, such as kerbside, which have low contamination, yielding a stronger overall result?
- What capacity exists to extend recycling to other council or site facilities, including office, catering, depot and council supported services, such as recreation centres?
- Does the contract have scope to vary collection frequency based on results?
- Does the contract have scope to vary collection frequency based on seasonal variation, public holidays, weekends and events?
- Is a performance standard identified in the service specifications?
- How can the collector work with you to develop the system?
- What levels of contamination does the processor accept?
- Is the provider required to provide data and confirmation of delivery and yield to the processor?
- What options exist to integrate collector education with your own education processes, including remediation to reduce contamination?
- What options exist to reduce contamination through changes to collection systems or processes?

Things to consider on security and safety

- Have security measures been incorporated in bin placement planning?
- Can bins be removed smoothly in the event of threat or risk?
- How will occupational health and safety issues be addressed?

7. Partnership Support (25%)

This section explains what community partners have been brought in to support the project (maximum 100 words).

- Who will be involved in the delivery of the project? Community, multiple local authorities, businesses and/ or local iwi?*
- How will your stakeholders be involved?*
- Give example(s) (if applicable) of prior projects/programmes that have involved partnership work and, if so, explain the successes.*

Things to consider on partnership support

- Who has an interest in supporting the provision of recycling to the public?
- What businesses or organisations have a good local public interface to communicate the project?
- What privately owned strategic locations in the area would provide benefit to the project?

8. Future Funding (20%)

This section explains what other funding or resource contributions will support the project, and the ongoing costs following June 2010 (maximum 100 words).

- Identify any potential strategies for future funding (after 2010) to continue project.*
- Identify potential partners who could extend and/or contribute to the ongoing operation of the project.*

Things to consider on future funding

- Who has a financial interest in supporting the provision of recycling to the public, through customer demand or producer responsibility?
- What other locations could be included in the future?
- What internal avenues could be investigated to secure future funding?

II. Project Implementation

9. Project Budget

This section provides a clear breakdown of the costs for the set up and running of the project.

Project elements	Territorial Authority Contribution	Other Funding (please specify)	MfE Funding	Total
<i>Detail the costs for:</i> <i>1. Bin design, manufacture and installation</i> <i>2. Servicing and maintenance</i> <i>3. Monitoring and reporting (see conditions of funding)</i> <i>4. Communications</i>				

10. Bin Placement (5%)

This section explains where the bins are placed and why (maximum 60 words).

- Where will the bins be located and on what basis have you identified the bin locations? (provide street diagrams)*
- What is the estimated foot traffic?*
- Does your region have a peak period?*
- What major events take place in or around the area?*
- Are there any scenic or recreational attractions in the area?*

Things to consider when deciding on bin placement

- How many bins are needed?

- Will bins be placed in accessible points that coincide with movement of people and catch their attention?
- Will bins be located at the points of consumption and disposal, rather than at the place of purchase?
- Will bins be placed for the convenience of the user, rather than the collector?
- What is the position and configuration of waste and recycling bins? Are bins side-by-side?
- Can bins be effectively emptied and serviced?

11. Bin Number and Type (5%)

This section presents the proposed infrastructure (maximum 60 words).

- What is the preferred bin type?*
- What are the collection requirements for the bins, and how does this fit into a whole life cycle analysis?*
- What number and size of bins will you be using (bin banks/multiple or stand alone)?*
- What materials will be collected?*

Things to consider when deciding on bin type and number

Bin Type

- Is a 2-bin (refuse and mixed recycling) or multi-bin unit possible in this site?
- When people use the bins, how will they approach them - face on, side on, from all directions?
- How will the LoveNZ branding appear on the bin?
- How will the waste unit cater for cigarette butts?
- Are the bins and enclosures made with recycled materials?
- Will the bins be easy to maintain and keep clean?

Bin size

- Was a waste audit undertaken to identify size requirements?
- What effect will recyclables have on the weight of bins, eg, glass and plastic material?
- How will the introduction of recycling impact on the size of the waste bin required?
- What is the frequency of collection?
- How will the peak periods be catered for and what provision should be made for bin size or increased collection?

Bin openings

- Are the openings for waste and recycling weather- and animal-proof?
- Are the openings for waste and recycling different?
- Do all the openings restrict dumping?
- Are the recycling openings smaller than the waste openings to deter use as a waste bin?
- If rosettes are selected, are they flexible to allow easy use by children?

III. Marketing

12. Communication Strategy (15%)

The section outlines your ideas for promoting the project to your community and visitors to your region (maximum 80 words).

- ☑ *What communication support will be allocated to the project?*
- ☑ *How will the project be communicated to your target audiences; describe your strategy?*
 - *How will people know where the LoveNZ bins are?*
 - *How will people know what to put in the bins?*

Things to consider on communicating the public place recycling system

- ☐ Can signs be used to assist positive and accurate recycling choices?
- ☐ Who are the stakeholders and key user groups associated with the sites chosen?
- ☐ What opportunities exist, or can be devised, to introduce and educate site users?
- ☐ What information tools or media on- and off-site are available to use?
- ☐ How will users be informed of the progress of public recycling so everyone can strive for continuous improvements?

Further information

Further information on developing recycling programmes is available in the recently released *Best Practice for Recycling and Waste Management Contracts: Working Draft*.

It provides practical advice and tools to use when procuring waste management and recycling contracts, and is available online at:

<http://www.mfe.govt.nz/publications/waste/best-practice-recycling-waste-mgmt-jul07/index.html>

How to Apply

Applications for the 2008/2009 year have now closed.

Dates for the 2009/2010 application round are yet to be confirmed.

Contact

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