



LET'S PUT LITTER IN ITS PLACE

Report 2020



PM joins Band Together pledge

Packaging, cigarette butts and plastics are some of the main culprits and this summer New Zealanders are being asked to make a pledge to Be a Tidy Kiwi and put litter in its place.

Band Together invites all Kiwis to kickstart the holiday season with a promise to keep Aotearoa clean and litterless.

It costs councils around \$14 million to clean up litter from our streets and in the City of Sails, one in three Aucklanders were observed littering.

Visit www.bandtogether.co.nz and help spread the word by sharing your pledge on social media and streaming the theme song *Just How We Do Things Round Here*.

■ For more information on Band Together, and to make your pledge visit www.bandtogether.co.nz. After all, it's just how we do things round here! Band Together has been developed by The Packaging Forum in partnership with Be a Tidy Kiwi and Litter Less Recycle More.

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Prime Minister Jacinda Ardern has taken the pledge to Band Together.



Executive summary

The Litter Less Recycle More project was a joint initiative between The Packaging Forum and Be a Tidy Kiwi in 2016 to bring industry and the community together to address litter. The campaign was managed by The Packaging Forum and the Auckland Litter Prevention Steering Group (which manages the Be a Tidy Kiwi brand); and comprises Auckland Council, Keep Auckland Beautiful, Auckland Motorways (NZ Transport Agency), KiwiRail, and is supported by councils around the country.

There had been no national campaign focused on litter since the 1980s; so this new campaign brought together two iconic New Zealand brands, Love NZ and Be a Tidy Kiwi, to kick-start awareness and motivate New Zealanders to think twice before they littered.

The \$2.4 million project set out to design and introduce nationally consistent recycling and rubbish bins; positively encourage New Zealanders to dispose of their rubbish responsibly; and, to reduce the amount of litter around the country.

Councils and industry in partnership have added more than \$1 million in-kind contributions increasing the number of bins, servicing the infrastructure and sponsoring the campaign.



OBJECTIVE	TARGETS	ACHIEVEMENTS
Nationally consistent BINrastructure	<p>To provide infrastructure and services which maximise convenience for users and minimise effort</p> <p>Introduce a smarter approach to selecting and positioning bins piloting 60 permanent smart technology recycling and litter bins that are the right size and capacity for the location</p> <p>Relocate existing bins, provide easily identifiable bins with effective signage</p>	<p>Agreed nationally accepted bin design</p> <p>Three times as many bins as targeted</p> <p>168 new sets of colour coded bins in 18 regions</p> <p>12 schools installed colour coded bin frames</p> <p>Piloted smart technology</p>
Education & Awareness	70% New Zealanders are aware of the campaign messages by 2020	Generated media coverage reaching over 7.6 million people over three years
Behaviour	10% reduction in littering behaviour and in packaging litter	<p>Over 11,000 tonnes of recyclables or litter collected in three years</p> <p>23% reduction in observed littering behaviour rate reduced</p> <p>Over 10% reduction in packaging litter</p>



Lyn Mayes, Litter Project Manager for The Packaging Forum says that the colours and clear signage are effective.

"In the past, bins have been chosen to blend in with the streetscape, when what we have needed are eye-catching bins that use nationally agreed recycling and waste colours. Eighteen councils have now adopted the new style bins in a move towards national consistency. We've also introduced a moveable bin-frame as a more cost-effective and practical solution for schools and sports clubs."





IT'S JUST HOW WE DO THINGS AROUND HERE

CAMPAIGN SNAPSHOT



Highlights

Creating value and reducing costs through partnership

"Three years of campaigning, three years of litter counts and three years of trialling smart BINrastructure have paid off, and we're seeing a measurable decrease in litter and a measurable increase in recycling performance. **It's a win!**"

Richard Leckinger

Be a Tidy Kiwi Manager

Introducing colour-coded public place bins in more public places

The Packaging Forum has worked with local and central government to introduce Love NZ branded public place recycling bins around Aotearoa since 2011. There are now more than 2,800 sets of permanent recycling bins in towns, malls, sports venues and transport hubs across the country.

Previously, rubbish bins tended to be lost amongst the busy streetscape, resulting in low usage. As BINrastructure design greatly influences how people use the bins, key to the new project has been designing eye-catching bins that use, nationally agreed, recycling and waste colours.

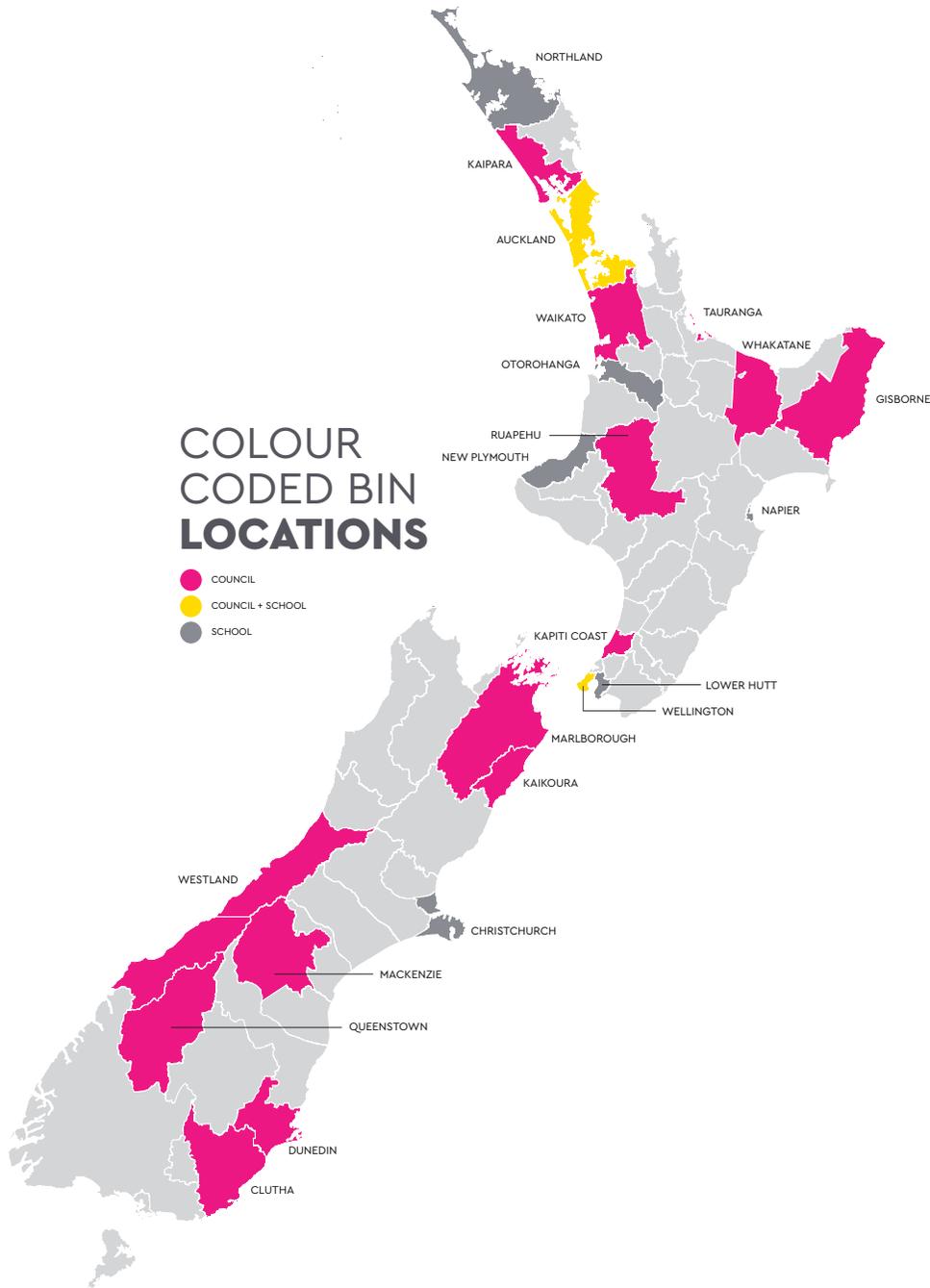
The red rubbish bins book-end the recycling bins because this is proven internationally to reduce contamination with people typically using the first bin they come to if they are uncertain of whether something is recyclable or not.

Together with introducing standardised colours across the country, the bins have signage in English and Te Reo, and regions have also chosen signage including Chinese, Korean, Hindi and Japanese.

In addition to the BINrastructure purchased directly through the project, the colour-coded bin design has been adopted by other councils meaning over 25% of councils now have the same style bins, and schools and sports clubs are getting on board.



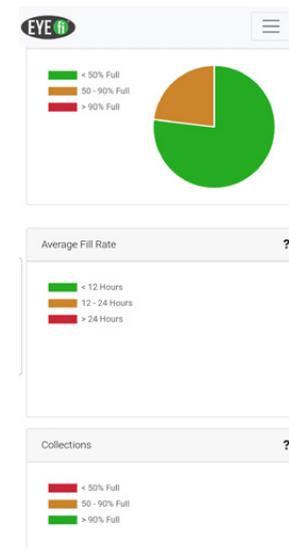
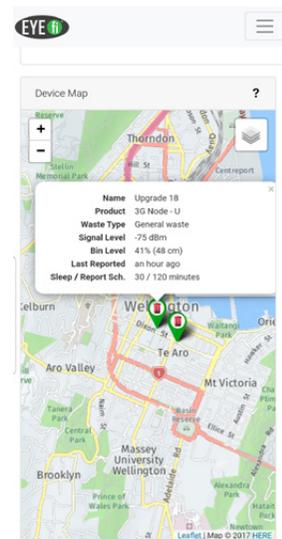
Our new concept bins, manufactured in Wellington by Tilley Group, incorporate best practice features to make it easier for people to distinguish their recycling from their rubbish. These include national consistency about the colour of the bins; use of multiple languages and clear signage; as well as utilising technology to reduce overflow and make collection systems more efficient.



Smarter bins to proactively respond to the environmental challenge of litter

Our houses and cars are getting smarter and so are our bins. The recycling and rubbish bins have an EYEFI sensor in each unit which provides an alert system to the collector so that they are emptied on demand not on a schedule; greatly improving the efficiency of collections, particularly in tourist regions and where councils are servicing distant locations.

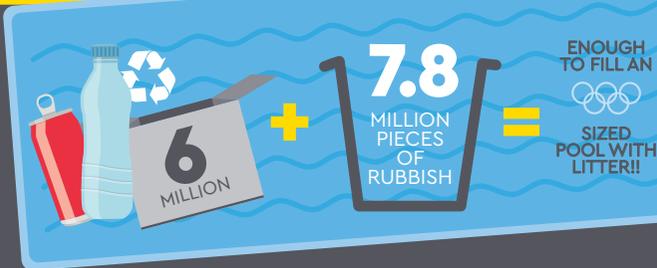
The technology has been piloted around the country, with enhancements made during the three-year project to overcome issues with WiFi availability. The upgraded systems now offer routing technology so that a daily servicing schedule is produced for the collector.



IN 2018 WE COLLECTED

174 TONNES OF RECYCLING AND **226** TONNES OF RUBBISH FROM **50** SETS OF BINS IN **5** REGIONS

44% OF POTENTIAL LITTER IS RECYCLABLE!



DO THE COLOUR CODED BINS WORK?



Reduction in contamination – new designs working!

Results from a sample of pilot regions indicate that the design of the bins, colours and signage are working. More than 80% of what is put in the recycling bins is correct, and for the glass only bins there is a 99% accurate performance. We've made ongoing changes to the signage for the new bins to help improve performance.

One of the main reasons preventing organisations from installing recycling bins is contamination. However, with the new design bins we have found that the volumes collected in the recycling and rubbish bins are higher than in "standard" bins, and contamination levels in the recycling bins are lower.

On average 71% of what is placed in the rubbish bins is correct. If people don't know whether their waste is recyclable it is better that they use the rubbish bin as a default — or they can check out what goes where on our Waste Time App.



Nationwide campaign

The public and the media are supporting our call to action, and it has been adopted by our most prominent Kiwi, the Prime Minister and some of our greatest NZ artists.

LET'S PUT LITTER IN ITS PLACE

IT'S JUST HOW WE DO THINGS AROUND HERE

2017 saw the launch of a nationwide campaign that set out to remind Kiwis of their love of "place". The campaign featured Lucy Lawless and Ian Mune with a message: "Let's Put Litter in its Place. It's just how we do things around here."

The "meme" line was designed to give people a shareable idea that is less institutional. The line allows people to have a sense of ownership. When you see someone about to litter you can tell them to put litter in the bin — "It's just how we do things around here."

The advertising campaign was designed to be a kind of script for consumers to adopt the idea of the campaign, and use it as theirs in their own daily lives. This starter campaign was about reminding consumers to do the right thing.

The 2018/19 campaign develops the original "Let's Put Litter in its Place" and asks New Zealanders to make a pledge to stop littering.

The nationwide campaign again reminded Kiwis of their love of "place", and was rolled out through advertising on TV, radio, social media and bandtogether.co.nz. It also included a 15 second TVC that went to air on TVNZ 1, TVNZ 2 and Duke. This TVC included Prime Minister Jacinda Ardern, the whole of the National caucus and many celebrities, many of whom gave their time for free.

The online campaign features even more politicians, mayors, sports and media personalities and most importantly students promising to "Put Litter in its Place" on the Band Together video. The radio promotion was promoted through NZME and MediaWorks channels.



2018 National Litter Survey against the baseline in 2015 conducted by Waste Not Consulting

2018 Influencing Litter Behaviour report conducted by Be a Tidy Kiwi

ADVERTISING
+ MARKETING ACHIEVEMENTS

15 COUNCILS UNITE TO LAUNCH CAMPAIGN, INSTALL BINS & PROMOTE THE CAMPAIGN

3 MORE COUNCILS SELECTED THE COLOUR CODED BINS & APPROVED SIGNAGE

25% OF COUNCILS NOW HAVE COLOUR COMPLIANT BINS

3.1 MILLION+ PEOPLE REACHED THROUGH TV1/TV2 BROADCAST

192,000+ PEOPLE REACHED THROUGH ONDEMAND TV

3 MILLION PEOPLE REACHED VIA RADIO THE BREEZE + NEWSTALK ZB

>944,000 IMPRESSIONS DELIVERED VIA NZ HERALD

62,000 FACEBOOK USERS EXPOSED TO BAND TOGETHER CAMPAIGN

7,600 PAGE VIEWS OF BAND TOGETHER WEBSITE

1,500 PLAYED THE WASTE GAME



Be a Tidy Kiwi Pledges — more than 10,000 pledges!

I'M A TIDY KIWI AND I PROMISE TO PUT LITTER IN ITS PLACE — I'M IN; ARE YOU?

The campaign asked Kiwis to make a simple pledge and share it with their friends on social media. We involved politicians, sports and media personalities as well as students and communities making their pledge.

The reason we ask for a public pledge to 'Put Litter in its Place' is simple; the science says pledges work to change behaviour. Every pledge reminded fellow Kiwis of our collective responsibility to always put rubbish in the right place.

Be a Tidy Kiwi

BRAND RECOGNITION UP
AS A RESULT OF THE ONGOING CAMPAIGN

2017 v 2019
84% | 92%
INCREASED AWARENESS

59% OF KIWIS ARE AWARE OF THE PUBLIC PLACE RECYCLING BINS IN THEIR AREA, UP FROM 50% BEFORE THE PROJECT

80% SAY COLOURS + SIGNAGE MAKE THE BINS EASIER TO USE

IMPORTANTLY, THE NUMBER OF PEOPLE WHO WILL WALK >40 METRES TO FIND A BIN HAS DOUBLED FROM 18.7% TO 38.6%

THOSE WHO SAY THEY WILL NOT WALK MORE THAN 10 METRES TO FIND A BIN HAS DROPPED FROM 30% TO 21%

Into the future - towards zero litter

In 2020 and beyond we will continue to reinforce the public's role and commitment to our shared purpose to put litter in its place.

To do this we will:

Widen participation from highly visible and influential Kiwis to help the country "band together" to take the pledge

Enlist the help of media and social media influencers and channels to keep awareness and loyalty to the mission front of mind

Encourage councils and industry to invest in nationally consistent BIN infrastructure to make it easier for Kiwis to put their litter in the right place

Continue to measure the amount of recycling and rubbish collected through the nationwide network of bins

Monitor the impact of smart technology on making collection services more efficient

It is crucial that we keep up the interest and public response to the campaign; and that industry and councils continue to invest in infrastructure and consumer awareness.



Mayor Rehette Stoltz says while Gisborne has a better than average litter record, there's always room for improvement.

"It's great to see smart technology being used to reduce litter. We will be monitoring the data and utilizing the routing technology to minimise servicing costs. I support the 'Let's Put Litter in its Place' campaign, and I'm pledging to Be a Tidy Kiwi and Put Litter in its Place. I'd like to see other Kiwis doing the same."





beatidykiwi.nz