



ENVIRONMENT CANTERBURY

**NEW ZEALAND RURAL WASTE MINIMISATION PROJECT
MILESTONE 5 PHASE III:**

**IMPLEMENTATION OF PREFERRED OPTIONS &
COMMUNICATIONS STRATEGY**

TRUE NORTH CONSULTING / CHERRY RED CONSULTING
12 MAY 2017

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1. EXECUTIVE SUMMARY

The New Zealand Rural Waste Minimisation Project (the Project) is being undertaken to better understand the nature of waste on farms and to begin to identify alternatives to burning, burial and bulk storage of waste.

The Project has the following objectives:

1. To determine the impacts on and risks to New Zealand's natural resources (land, water and air), economy, and social and cultural wellbeing from current rural waste burning, burying and stockpiling practices.
2. To identify new waste minimisation options for rural waste management and assess the technical and economic feasibility of these.
3. To develop implementation plans with service providers for feasible waste minimisation options.

The focus of the work undertaken in this report has been on the third objective: developing implementation plans with service providers for feasible waste minimisation options. This consists of both preparing selected options for piloting and preparing communications plans to publicise these activities.

Based on the assessments and analysis undertaken in Milestones 2, 3 and 4, it was determined that the Project would progress with four options identified as follows:

- *Agrecovery / EnviroWaste Rural Waste Services*: Plan, promote and execute a small number of pilot Temporary Pop-up Recovery Events including new waste streams and regional coordination with on-farm collections. Look also at providing soft plastics collection services at Territorial Authority Recycling Drop-Off Hubs and other Agrecovery container collection sites.
- *Expanded ROSE Oil Recycling Scheme Drop-Off Hubs*: Plan, promote and execute service provision at two Farmlands stores.
- *Community Organisation On-Farm Collection*: Work closely with specific community organisations to support planning for implementation of on-farm collection services and, where feasible, assist with localised service pilots.
- *Fonterra Sharps Collection*: Trial collection of sharps containers via a Temporary Pop-up Recovery event and support with planning for wider option rollout. Consider inclusion of container collection at Temporary Pop-up Recovery Events.

Work to support community organisations in business planning for on-farm collection is ongoing, but a number of these require a development timeframe longer than the Project allows.

The Fonterra Sharps Collection pilot is also ongoing, with Fonterra preparing to initiate collection and disposal processes for sharps containers by the end of May, 2017. Early indications are that the pilot has been reasonably successful, with a determination yet to be made as to likely costs for farmers should the service be deployed nationwide.

Agrecovery / EnviroWaste Rural Waste Services are planned to proceed as follows:

- Two one-day pop-up events are planned: one in Geraldine in November, one in Matamata in December, in partnership with the respective territorial authorities.
- A range of waste streams are to be accepted, including hard plastics, soft plastics, chemicals, paint containers and oil containers.
- On-farm collection for higher volumes of plastics will be coordinated with the events.
- The events will be marketed broadly in the local communities, but limited to 100 participants at each event to manage volumes and traffic flows.
- Farmers will be allocated a time window for participating in the event to manage traffic flows.
- Farmers will need to register online for the events noting the waste streams they intend to bring and their preferred time window for participation.
- The communications plan will be deployed in five key phases:
 - *Preparing, Informing and Early Registrations* – (May 2017/June 2017) – This phase will be utilised in Geraldine only to encourage farmers to prepare for the event through effective waste separation until the Agrecovery website is ready to accept registrations.
 - *Formal Registration, Confirmation and Ongoing Preparation* (July 2017 – September 2017) – This phase will focus on garnering registrations for events and communicating how the events will work to farmers. Wider publicity about the events will also be initiated.
 - *Ongoing Preparation* (October 2017) – This will involve additional marketing activities if registration targets have not been met.
 - *The Event* (November – December, 2017) – This will focus on seeking anecdotal feedback from participants.
 - *Post-event* (December, 2017) – This will focus on seeking more detailed feedback from participants.
- Detailed evaluation will commence after the pilots to determine whether this model is suitable for wider deployment.

Expanded ROSE Oil Recycling Scheme Drop-Off Hub pilots are planned to proceed as follows:

- Oil collection receptacles are to be located at two Farmlands stores: Leeston and Darfield.
- The pilots will run from April/May to October, 2017.
- The service will be available to all, but will target local Farmlands customers.
- The service will be provided at no charge and Fulton Hogan will pick up containers at no charge.
- Free on-farm collection will be available for high volume users.
- The communications plan will focus on use of local media, direct email-out to Farmlands customers and potentially the addition of an advertising 'collar' on oil sold at Farmlands stores.
- Detailed evaluation will commence after the pilots to determine whether this model is suitable for wider deployment.



2. INTRODUCTION

2.1. PROJECT OVERVIEW AND OBJECTIVES

In 2013, Environment Canterbury commissioned a study that sought to understand the non-natural waste streams and volumes of waste generated on farms in the Canterbury region. This work found that, on average, farms were producing nearly 10 tonnes of non-natural rural waste each year in addition to domestic waste and animal remains. The report also confirmed that burning, burial and bulk storage of waste on farms are the prevalent methods being deployed to manage waste.

Investigative work undertaken in the Waikato and Bay of Plenty regions in 2014 yielded similar results.

Based on the concerns this work raised, Environment Canterbury sought and received funding from the Ministry for the Environment's (MfE) Waste Minimisation Fund (WMF) to undertake a project to better understand the nature of waste on farms and to begin to identify alternatives to burning, burial and bulk storage of waste. This project is called the *New Zealand Rural Waste Minimisation Project* (the Project).

In addition to funding from the Waste Minimisation Fund for the Project, Environment Canterbury has part-funded the work and additional funding has been received from:

- Waikato Regional Council
- Bay of Plenty Regional Council
- Canterbury Waste Joint Committee
- WasteMINZ Strategic Investment Fund
- Synlait Milk
- Agrecovery Foundation
- 3R Group Limited

The project is overseen by a Governance Group that is chaired by Environment Canterbury and includes representatives from:

- Waikato Regional Council (as a regional council representative)
- Ashburton District Council (as a local council representative)
- Synlait Milk
- WasteMINZ
- Fonterra
- DairyNZ

The Project has the following objectives:

1. To determine the impacts on and risks to New Zealand's natural resources (land, water and air), economy, and social and cultural wellbeing from current rural waste burning, burying and stockpiling practices.
2. To identify new waste minimisation options for rural waste management and assess the technical and economic feasibility of these.
3. To develop implementation plans with service providers for feasible waste minimisation options.

The Project comprises six milestones across three project phases, as follows:

| Phase | Milestone | Description | Status |
|--|---|--|-----------------|
| 1 | 1 - Risk assessment | <ul style="list-style-type: none"> Undertake risk assessment of rural waste disposed on-farm and prioritise high risk waste streams for further work. | Complete |
| <i>Project stage-gate: MfE and ECAN agreement required to proceed past this point.</i> | | | |
| 2 | 2 - Situational analysis and options for minimising rural waste | <ul style="list-style-type: none"> National and international review of options for increasing rural waste reduction, reuse, recycling, recovery and disposal, and a preliminary feasibility assessment of each. | Complete |
| 2 | 3 - Explore potential waste minimisation options | <ul style="list-style-type: none"> Informed by the strategy developed in Milestone 2, explore options for rural waste minimisation identified as feasible in Milestone 2 in more detail including financial implications, potential risks and barriers, and benefits. | Complete |
| 2 | 4 - Detailed business cases | <ul style="list-style-type: none"> Prepare complete and detailed business cases for each preferred option. | Complete |
| <i>Project stage-gate: MfE and ECAN agreement required to proceed past this point.</i> | | | |
| 3 | 5 - Implementation of preferred options & communications strategy | <ul style="list-style-type: none"> Select and refine preferred options for implementation and create implementation plans. Develop communications strategy and work plan to promote improved rural waste management and minimisation. Develop work plan, identifying selected mechanisms and tools that will be used. | This report |
| 3 | 6 - Option pilot trials & communications roll-out | <ul style="list-style-type: none"> Undertake preferred option pilot trials and prepare a final report detailing pilot processes and outcomes. Implement communications strategy and work plan. Publish and distribute materials and tools. | Due end of 2017 |

This report represents the deliverable for Phase 3, Milestone 5: *Implementation of Preferred Options & Communications Strategy*. This milestone aims to prepare implementation and communication plans for rural waste minimisation options selected for piloting.

This milestone has the following objectives:

- Select and refine preferred options for implementation and create implementation plans.
- Develop communications strategy and work plan to promote improved rural waste management and minimisation.
- Develop work plan, identifying selected mechanisms and tools that will be used.

2.2. PROJECT SUMMARY - MILESTONES 1 TO 4

Phase 1 of the Project focused on undertaking a risk assessment of rural waste disposed of on-farm and prioritising high-risk waste streams for further consideration in subsequent phases of the project. This work was undertaken by SLR Consulting and completed in September 2015.

Based on assessed risks, the analysed non-natural rural waste streams were then ordered in terms of priority as follows (top 30 shown only):

- | | | |
|------------------------|-------------------------------|----------------------------------|
| 1. Paints, solvents | 11. Animal feed bags | 21. Glass |
| 2. Oil containers | 12. Baleage wrap | 22. Greenhouse plastic sheeting |
| 3. Used oil | 13. Mulch film and crop cover | 23. Plastic bags |
| 4. Aerosols | 14. Silage wrap | 24. Household batteries |
| 5. Vehicle batteries | 15. Fertiliser bags | 25. CCA treated timber |
| 6. Waste oil filters | 16. Animal health plastic | 26. PVC |
| 7. Agricultural sprays | 17. Seed bags | 27. Untreated timber offcuts |
| 8. Drench/dip | 18. Plastic (pallet wrap) | 28. Plastic |
| 9. Sharps | 19. Containers | 29. Wood-chip animal bedding |
| 10. Netting | 20. Drums | 30. Metal (roofing, metal, wire) |

This prioritised list of waste was carried forward into Phase 2 of the Project to help focus and guide endeavours to minimise rural waste, although opportunities are sought which address waste streams beyond this list. The overall focus for Phase 2 of the Project was to identify and/or create sustainable, feasible options that will contribute to greater levels of rural waste minimisation in New Zealand and stand as enduring alternatives to the burning, burial and bulk storage of these wastes.

Consideration of waste streams in Phase 2 was based on wastes being categorised as follows:

- Hazardous wastes (wastes ranked 1 to 4 and 7 to 9 on the priority list)
- Soft plastics (wastes ranked 10 to 18, 22, 23 and 28 on the priority list)
- Hard plastics (wastes ranked 19, 20 and 26 on the priority list)
- Metal (wastes ranked 5,6 and 30 on the priority list)
- Other wastes (wastes 21, 24, 25, 27 and 29 on the priority list)

Based on these waste groupings, Milestone 2 considered a range of waste collection options as follows:

- On-farm collection by councils/territorial authorities
- On-farm collection by waste contractors
- On-farm collection via distributor backhaulage
- On-farm collection via one-off collection rounds
- Drop off collection at council/territorial authority hubs
- Drop off collection at commercial waste hubs
- Drop off collection at one-off collection hubs
- Drop off collection at permanent collection hubs
- Drop off collection at retail stores

The options for waste categories were also considered in terms of how they could be addressed in accordance with the waste hierarchy as follows:

- Reduction of waste
- Re-use of waste
- Recycling of waste
- Energy recovery from waste
- Disposal of waste

At the conclusion of Milestone 2 a range of disparate and largely unconnected options for addressing rural waste were evaluated and presented for further consideration in the Project, as shown above. As further feasibility assessment and stakeholder engagement activity was undertaken in Milestone 3 it became clear that opportunities existed to connect and rationalise a number of the options, and to modify others, so that they sit more comfortably together. This provided an overarching approach focused on maximising farmer participation and acceptance of the options offered as alternatives to burning, burying and bulk storage of rural wastes.

This approach was driven by two key conclusions drawn from the work undertaken in the Project to date:

1. *There is a tension between cost and convenience.* As concluded in Milestone 2, the ideal solution to any rural waste issue is one that is low (or no) cost and very convenient to farmers. Economically, this is difficult to achieve. Solutions that are highly convenient (such as on-farm collection) tend to be expensive. Solutions that are low cost (such as territorial authority drop-off points) tend to be time consuming and inconvenient for farmers. Clearly, a trade-off needs so that those who value convenience over cost are able to access a service that fits their needs, while those who value economy over convenience are also able to access a service that works.
2. *A 'one-stop-shop' approach is desirable.* Farmers having to separate out different wastes and take separate action for each of them in terms of recycling or disposal is not an ideal approach. Farmers are busy and do not appear to want to deal with a range of disconnected interventions for waste management. A preferred approach is one that can deal with as many priority waste streams at once as possible.

The Rural Waste Management Model (the Model) developed in Milestone 3, and shown in Figure 1 depicts these two strategies and rationalises and aligns options based on the following:

- Waste streams are simplified into Hazardous Wastes (such as agrichemicals and sharps), High Volume Recyclables (such as hard and soft plastics) and Low Volume Recyclables (such as vehicle batteries and oil filters).
- These streams are then split in terms of strategic approach between Low Volume Users and High Volume Users.
- The broad strategy pursued in the Model for high volume users is on-farm collection.
- The broad strategy for low volume users in the Model is the provision of a range of fixed and temporary drop-off points for waste.



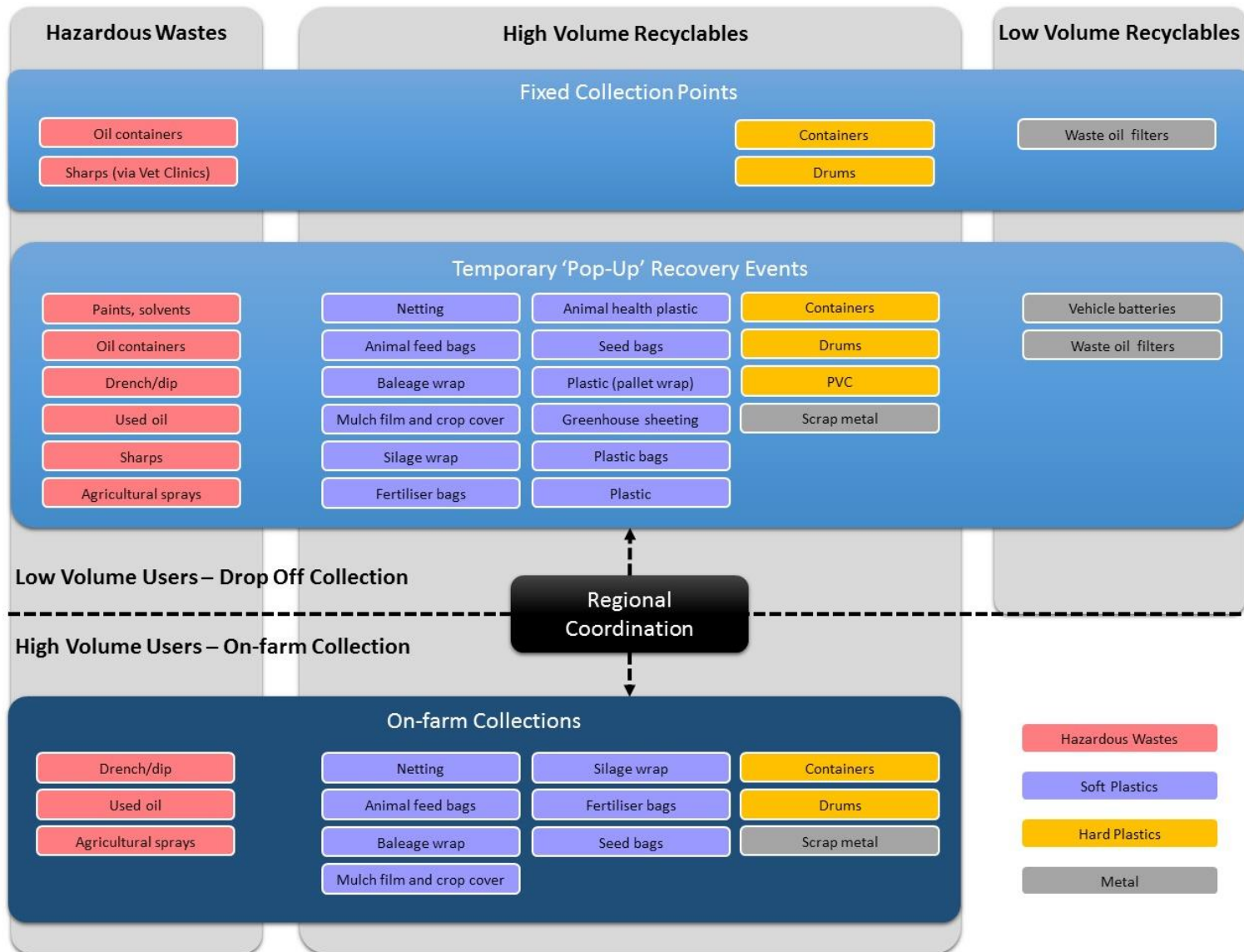


Figure 1: Rural Waste Management Model and priority waste streams

In Milestones 3 and 4, these options were refined and further evaluated to provide a final feasibility assessment. In each of the assessments undertaken, and in the table below, a 'traffic light' system of colour coding of results is used. Green indicates a positive result (high performance or low risk), orange indicates a neutral or acceptable result (moderate performance or moderate risk) and red indicates a negative result (low performance or high risk).

Based on the assessments and analysis undertaken in Milestones 2, 3 and 4, the list of options and their feasibility was determined as follows:

| Option | Milestone 2 Feasibility Assessment | Milestone 3 Feasibility Assessment | Milestone 4 Activity | Milestone 4 Final Feasibility Assessment | Milestone 4 Outcome |
|--|------------------------------------|------------------------------------|--|--|--|
| EnviroWaste Plastics Collection and Recycling | VERY HIGH | HIGH | Merged into Agrecovery / EnviroWaste Rural Waste Services option | | |
| Agrecovery Expanded Waste Stream Collection | HIGH | HIGH | Merged into Agrecovery / EnviroWaste Rural Waste Services option | | |
| Agrecovery / EnviroWaste Rural Waste Services | New merged option evaluated | | | HIGH | To be piloted in Phase 3 |
| Plasback Plastics Collection | HIGH | MODERATE | Option evaluated | LOW | Not carried forward to Phase 3 |
| Community Organisation On-Farm Collection | MODERATE | LOW | Option evaluated | MODERATE | Support to be provided in Phase 3 |
| Expanded Territorial Authority Recycling Drop-Off Hubs | MODERATE | MODERATE | Merged into Agrecovery / EnviroWaste Rural Waste Services option | | |
| Expanded ROSE Oil Recycling Scheme Drop-Off Hubs | HIGH | HIGH | Option evaluated | HIGH | To be piloted in Phase 3 |
| Fonterra Sharps Collection | HIGH | HIGH | Option evaluated | HIGH | To be piloted (by Fonterra) in Phase 3 |
| Temporary Pop-up Recovery Events | N/A | MODERATE | Merged into Agrecovery / EnviroWaste Rural Waste Services option | | |

The plan determined at the conclusion of Milestone 4 was to progress with the four options identified above as follows:

- *Agrecovery / EnviroWaste Rural Waste Services*: Plan, promote and execute a small number of pilot Temporary Pop-up Recovery Events including new waste streams and regional coordination with on-farm collections. Look also at providing soft plastics collection services at Territorial Authority Recycling Drop-Off Hubs and other Agrecovery container collection sites.
- *Expanded ROSE Oil Recycling Scheme Drop-Off Hubs*: Plan, promote and execute service provision at two Farmlands stores.
- *Community Organisation On-Farm Collection*: Work closely with specific community organisations to support planning for implementation of on-farm collection services and, where feasible, assist with localised service pilots.
- *Fonterra Sharps Collection*: Trial collection of sharps containers via a Temporary Pop-up Recovery event and support with planning for wider option rollout.

This report outlines the progress made with each of these options, with a particular focus on implementation and communication plans for the first two options. Full implementation and communications plans have not been prepared for Community Organisation On-Farm Collection or Fonterra Sharps Collection.



3. IMPLEMENTATION PLANS

3.1 INTRODUCTION

Following the successful selection of preferred options in the Project, the focus on implementation allows for these options to be tested in a 'live environment' to confirm their feasibility and a plan for wider deployment.

At the conclusion of Milestone 4, two options were selected for a managed pilot during Phase 3 of the Project (*Agrecovery/Envirowaste Rural Waste Services* and *Expanded ROSE Oil Recycling Scheme Drop-Off Hubs*). The implementation plans for these options are included in Sections 3.2 and 3.3 and the communications plans are included in Sections 4.2 and 4.3. Implementation plans give an outline of how the pilots will run, who will take responsibility for different tasks and how evaluation will be undertaken. Communications plans outline how the pilots will be communicated to target audiences.

These plans represent the tentative agreement between the Project team and the parties tasked with executing the pilots, but are subject to change as planning progresses during Milestone 6, prior to execution of the pilots. In the case of *Agrecovery/Envirowaste Rural Waste Services* pilots, approval is also required from the territorial authority as use of local transfer stations is sought for undertaking the events. This approval is expected to be forthcoming shortly.

The Fonterra Sharps Collection Pilot is being undertaken by Fonterra without direct support from the Project team. A brief update as to the status of this pilot is included in Section 3.4.

The intention with Community Organisation On-farm Collections was not to undertake a specific pilot activity within the project timeframes, but rather to provide support to identified organisations to assist them in building businesses cases and moving towards service provision. A brief update on this support provision is included in Section 3.5.

3.2 AGRECOVERY / ENVIROWASTE RURAL WASTE SERVICES PILOTS

The *Agrecovery / EnviroWaste Rural Waste Services* Pilots revolve around the provision of two one-day events provided to a limited number of farmers. The two locations chosen – Geraldine and Matamata – have been selected as they represent different farming demographics in different geographic locations. In addition, these locations have particularly supportive territorial authorities and can be readily serviced by *Agrecovery* (AR) and *Envirowaste* (EW) based on current capacity.

The events themselves are focused on lower volume users of included waste streams as per the design created in Milestone 3. The emphasis is therefore on lowest cost rather than highest convenience. On-farm collection is to be coordinated during the same time period for higher volumes of hard and soft plastics.

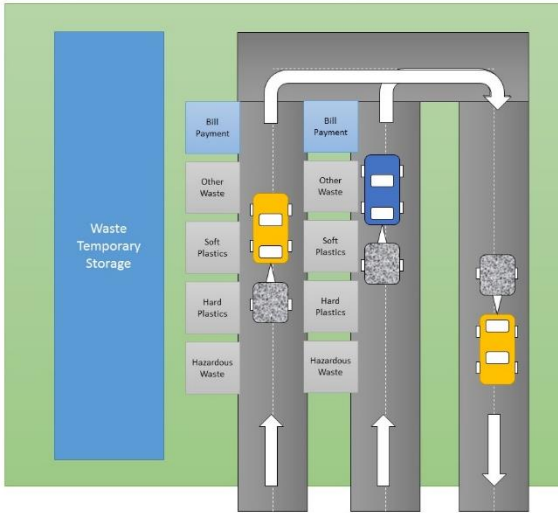
The invitation mechanisms are described in brief below, and further elaborated in the communications plan for this pilot, but essentially the pilots will be publicised broadly in local communities, but limited to 100 registrants. This limitation is both to ensure waste volumes are manageable and to avoid traffic management issues on the day. One hundred participants over an eight-hour timeframe represents one participant approximately every five minutes. Time windows for participants will be assigned to further manage traffic flow effectively.

The overall *implementation plan* for Agrecovery / EnviroWaste Rural Waste Services Pilots is as follows:

| Description | Geraldine | Matamata |
|------------------------------------|---|---|
| Date | Thursday 2 Nov 2017, 9am – 5pm | Friday 1 Dec 2017, 9am – 5pm |
| Location | Geraldine Transfer Station, 128 Te Moana Road, Geraldine | Matamata Transfer Station, Mangawhero Rd, Matamata |
| Waste types | <p>Expired agricultural chemicals – all brands (per AR requirements)</p> <p>Plastic containers and drums (per AR requirements)</p> <p>Soft agricultural plastics in pre-purchased liners (per AR requirements)</p> <p>Oil containers</p> <p>Paint containers</p> | |
| Waste handling requirements/ costs | <p>Chemicals:</p> <ul style="list-style-type: none"> It is intended that chemicals be received, managed on-site and disposed of by Chemwaste. Chemwaste has existing mechanisms in place to manage chemical disposal and are already the destination for some chemicals collected within the AR programme. It has been indicated that AR may have some funding available to cover chemical disposal, but additional funding will be sought from regional councils to cover disposal costs for the pilots only. This is an issue caused by the timing of the events and the fact that AR funding in these regions has already been committed for the current year. It is anticipated that ongoing funding for chemicals will be based on usual funding arrangements through brand owners, and local and central government. Beyond available funding, disposal may be user-pays. Chemicals will be limited to those registered in advance and subject to volume limits. Once a final funding budget is confirmed, participant registrations will have a limit applied to them, and cumulative registration amounts will be closely monitored to ensure overall funding levels are not exceeded. Close communication will be managed with Chemwaste as registrations are received to ensure budgets are not exceeded. As considerable funding will be sought from regional councils, this will be open to <i>all</i> recently expired chemicals, regardless of brand. Only chemicals in robust HDPE containers with legible, original labels will be accepted. Chemicals must have expired within 24 months of the date of the event. <p>Containers/drums:</p> <ul style="list-style-type: none"> Containers must be plastic, 0-60 litres in size, with the lid removed and free from chemical residue and dirt inside and out. Triple rinsing is recommended and the container must be well drained. Drums/IBCs must be plastic or steel, 61L – 1000L in size, with the bung left in, free from chemical residue and dirt inside and out. The drum/IBC must be well drained after rinsing. | |

| Description | Geraldine | Matamata |
|---------------------------|--|----------|
| | <ul style="list-style-type: none"> Only containers/drums/IBCs from participating brand owners are free to recycle, unless customers display a user pays sticker, which can be purchased in stores or on the AR website. Users with >300 containers can secure an on-farm collection. More than four drums or one IBC will be collected from farms directly. <p>Soft plastics:</p> <ul style="list-style-type: none"> Customers will need to pre-purchase plastic liners for soft plastics, or purchase them on the day if not done. An approximate cost of \$15 + GST is expected. These will be available to purchase from the Agrecovery website after 1 July, 2017. Liners will hold approximately 17 wraps and weight approximately 20kg. Farmers can drop liners off for no additional charge or pay a flat collection fee of approximately \$20 if they have 20 or more liners. Farmers qualifying for on-farm collection will be contacted by AR with a time-slot and will be reminded of this one week, one day and one hour before collection via text and/or email. Bags that are unacceptably contaminated will not be collected or received for drop-off. <p>Oil Containers</p> <ul style="list-style-type: none"> Farmers can bring in any lubricating oils, not antifreeze or other contaminants. Drop-off will be free. Pick-up via EW or Fulton Hogan. <p>Paint</p> <ul style="list-style-type: none"> It is intended that paint will be received by Chemwaste at events in conjunction with other hazardous wastes, primarily chemicals. Chemwaste has existing methods for the safe disposal of paint, but it is envisaged that paint will be forwarded to Resene under the PaintWise programme for recycling. The receipt of paint will be on a user-pays basis, with pricing to be confirmed by Chemwaste. | |
| Registration requirements | <p>Detail on the invitation process is included in Section 4.2.</p> <p>Essentially, the process will be as follows:</p> <ul style="list-style-type: none"> Broad advertising will invite local farmers to pre-register for the pilot (Geraldine only). Farmers will register on the AR website for the event and be advised if they have been selected to participate. Farmers will be allocated a time slot and advised the process for participation. | |

| Description | Geraldine | Matamata |
|--------------|---|---|
| | <p>Primarily, registration activity will happen through the AR website, which is not yet available for editing, but will become so in July, 2017.</p> <p>Currently the website is set-up for booking of chemical collections.</p> <ul style="list-style-type: none"> Option 1 is a downloadable form for farmer info (http://www.agrecovery.co.nz/wp-content/uploads/2015/03/7-14-18a-v6-AG-Chemicals-Fax-Postal-Booking-Form-Dec-2016.pdf) This could be adapted to add in new waste streams for drop-off or collection. Option 2 is using the online booking system for chemicals and simply adding other waste streams in. this should not be difficult to do , but requires full back-end website access which will not be available until 1 July. <p>Registrations will be validated by postcode to ensure participants are within appropriate catchment areas (30 minute drive of event location).</p> <p>Participants will need to register for AR before registering for events or buying liners.</p> <p>The AR website already has a shop facility for purchasing user-pays stickers. Liners will need to be added on to this. AR will need to handle fulfilment of liners.</p> <p>Focus group feedback suggested we should only ask for accuracy to the extent that it is actually required e.g. I have 5 – 10 bags rather than I have 6 bags. To this end, only <i>critical</i> information will be collected.</p> <p>Information to be collected will likely include:</p> <ul style="list-style-type: none"> AR member number, which should be able to recall name, address, contact details, tanker/Agribase numbers and property types. For chemicals – name, manufacturer, # of containers, container size, total quantity remaining, state (liquid/solid) and condition. For hard plastics – number (in range), brand and confirmation that they will be triple-rinsed. Customers will be notified of non-brand fees. For soft plastics – number of liners (in range) – link to liner purchase page. For paint - number of containers (in range) and confirmation of requirements. Customers will be notified of fees. For oil containers - number of containers (in range) and confirmation of requirements. Whether participant in certification programme such as Lead with Pride or NZ Gap to allow paperwork. Preferred drop-off timeslot for event participation. If quantity requirements met for hard/soft plastics, location on property of waste and preferred pick-up times. | |
| Participants | <p>100 farmers.</p> <p>Ideally, within 30 minutes' drive of event location, by invitation only.</p> | <p>100 farmers.</p> <p>Ideally, within 30 minutes' drive of event location, by invitation only.</p> |

| Description | Geraldine | Matamata |
|------------------------|---|----------|
| On-site personnel | <p>EW will have 2 – 4 representatives on site to handle receipt and processing of all non-chemical wastes and manage traffic flow and customers.</p> <p>AR will have at least one representative on-site.</p> <p>Chemwaste will have a chemist on site to receive and handle all agricultural chemicals and paint.</p> <p>FS and/or JC will be on-site to observe and undertake customer feedback.</p> <p>Councils may be willing to or wish to have additional support staff on site.</p> | |
| Site set-up | <p>Site set-up will be designed by EW with approval from AR and FS.</p> <p>It is intended that the site will be set-up basically as follows:</p>  <p>The diagram illustrates a site layout for waste management. On the left is a large blue rectangular area labeled 'Waste Temporary Storage'. To its right is a grey processing area. A central vertical road has two lanes with arrows indicating traffic flow: one lane pointing up and another pointing down. On the left side of this road, from top to bottom, are boxes for 'Bill Payment', 'Other Waste', 'Soft Plastics', 'Hard Plastics', and 'Hazardous Waste'. A yellow car is shown in the 'Soft Plastics' box. On the right side of the road, from top to bottom, are boxes for 'Bill Payment', 'Other Waste', 'Soft Plastics', 'Hard Plastics', and 'Hazardous Waste'. A blue car is shown in the 'Soft Plastics' box. A curved arrow at the top indicates a path from the right side of the road, around the top, to the left side. A yellow car is shown on the right side of the road, moving downwards.</p> <p>EW require site to be stone-chip or tarseal, have ablutions, and a storage area.</p> <p>Other requirements on site will be covered areas (gazebos), tables, chairs, traffic cones. All to be provided by EW.</p> | |
| On-site signage | <p>Re-usable AR branded signs to be prepared, including:</p> <ul style="list-style-type: none"> • General location advice • Confirmation of acceptable waste streams • Comment about registration (and what to do if not registered) • Traffic directions | |
| Traffic management | <p>Sites will require traffic plans. Councils will assist with these.</p> <p>Providing timed slots will ease traffic congestion.</p> | |
| Health and safety plan | <p>EW will undertake a full site assessment and prepare a HSE plan for each event.</p> <p>Of key concern will be the handling of chemicals and paint on site, although the locations chosen are already handling these types of waste.</p> <p>HSE plans will be agreed with AR, EW, Chemwaste and local councils.</p> | |

| Description | Geraldine | Matamata |
|--|---|----------|
| Waste measurement verification and billing | <p>All waste streams will be measured, either by weight or number of items, and this will be recorded centrally as well as being notified to the farmer.</p> <p>These wastes will need to be recorded on paper and signed off, against the AR member number, then subsequently entered into the AR website database to track volumes and make subsequent participation in the event easier.</p> <p>Some wastes may require payment. This needs to be captured as wastes are dealt with and paid all at once at the end of 'the line'. EW will handle payments for any chargeable waste streams.</p> | |
| Post-event waste removal | <p>All waste to be removed on the day of the event to avoid overnight storage issues.</p> <p>EW will use a shredder trailer unit for plastics and bale on site for removal, plus have additional bins available if required.</p> | |
| Community promotion | <p>Making some donation back to the community will encourage support and is a good PR move for AR.</p> <p>It has been suggested that farmers are able to nominate a school or organisation for support. Perhaps provide a list to pick from when registering and advise that an \$x donation will be made per participant that 'votes' for that organisation.</p> <p>The basis for donations will need to be determined.</p> | |
| On-farm Collection | <p>Where farmers meet agreed thresholds for on-farm collection this will be organised by EW directly with the farmer during the week of the event.</p> | |
| Pilot success criteria | <p>In Milestone 2 report, options success criteria was determined.</p> <p>Criteria determined to be of 'very high importance' were:</p> <ul style="list-style-type: none"> • Costs to farmers are minimal. • Business model ensures profitability and sustainability. • High farmer uptake is likely. • Any waste contamination can be dealt with easily. • Waste volumes are assured or business model can cope with inconsistent volumes. • All compliance requirements can be met. • Business model is robust and well-conceived. • Output markets are assured or business model can cope with inconsistent output markets. <p>Criteria determined to be of 'high importance' were:</p> <ul style="list-style-type: none"> • Access to required capital is likely. • All participants in supply chain in place are readily able to be secured. • Large volumes of waste can be handled, or option is scalable. • Waste is managed using higher levels of waste hierarchy (Reuse, recycling etc.) | |

| Description | Geraldine | Matamata |
|-------------|--|----------|
| | <p>Criteria determined to be of 'moderate importance' were:</p> <ul style="list-style-type: none"> • Inconvenience and behaviour change requirement for farmers is minimal. • Potential alignment with extrinsic or intrinsic drivers is strong. • Multiple focus waste streams are handled. • Farmers are aware of option or strong community support is present. • Development requirements and timeframes are minimal. • Waste can be managed from a wide geographical area. • Provider has a strong track record. <p>With these criteria in mind, project success criteria for the pilot is:</p> <ul style="list-style-type: none"> • Most waste streams can be dropped off for free, subject to existing AR criteria. Where waste is charged for, this is at a cost per kg or unit at least 20% lower than current available alternatives. • The broad design and execution of the event is considered sustainable and economically viable by both AR and EW. • High farmer participation for event is achieved. At least 80 participants in each location. • Waste contamination levels are acceptable to EW and AR. • Waste volumes received at the event and/or collected on-farm are substantial to justify service delivery (AR/EW to advise volumes), taking into account the restriction on pilot participant volumes. • Waste volumes received at the event and/or collected on-farm are able to be dealt with in terms of volume without undue difficulty. • All compliance requirements are met including territorial authority approval of Health and Safety and Traffic Management plans. • Waste collected is able to be promptly and responsibly processed. Waste is removed from site to a suitable processing facility within 24 hours of the event. • All supply chain participants for all waste streams are in place. • Farmer feedback on event is generally positive and the event is seen as a convenient and cost-effective option. • All planned waste streams are able to be collected or received. • Participants come from a wide geographical distribution within the targeted area 30 minutes' drive from the event. • Both AR and EW are willing to pursue a wider service rollout. | |

| Description | Geraldine | Matamata |
|------------------|--|----------|
| Event evaluation | <p>Project team to be on-site to talk with participants and gather anecdotal feedback.</p> <p>A formal feedback survey will be handed to participants for completion at the event.</p> <p>This will include questions on:</p> <ul style="list-style-type: none"> • Suitability of event in terms of timing, location, and waste streams. • Suggestions for improvement and likelihood of ongoing participation. • Feedback on marketing methods used. <p>Post-event evaluation will also be undertaken with AR and EW to determine the feasibility and attractiveness of pursuing this model.</p> | |

3.3 EXPANDED ROSE OIL RECYCLING SCHEME DROP-OFF HUBS PILOTS


The Expanded Rose Oil Recycling Scheme Drop-Off Hubs pilots focus on the placement of oil container collection receptacles in two Farmlands (FL) stores – Darfield and Leeston – with collection services being provided by Fulton Hogan (FH), which operates the ROSE product stewardship scheme in the South Island.

Drop off of containers of any type of lubricating oil will be made available to all without cost. FH will collect the containers when appropriate, without cost, as the oil has value to them for use as a burner fuel.

The pilots will run for a limited time, and be promoted broadly as detailed in Section 4.3. If the pilots are successful FL and FH will look to roll the service out in a measured way to additional stores. Support may be sought from the Ministry for the Environment’s Waste Minimisation Fund for a larger number of collection receptacles for use at Farmlands stores. This will likely be submitted in the October WMF round.

The overall *implementation plan* for Expanded Rose Oil Recycling Scheme Drop-Off Hubs pilots is as follows:

| Description | Leeston | Darfield |
|--------------|--|---|
| Date | April to October, 2017 | May to October, 2017 |
| Location | Farmlands Leeston, 14 Station St, Leeston | Farmland Darfield, 40 South Terrace, Darfield |
| Waste types | Used oil containers – lubricating oils only. | |
| Participants | Open to all. Marketing will particularly target FL customers in and around Leeston. | Open to all. Marketing will particularly target FL customers in and around Darfield. |

| Description | Leeston | Darfield |
|------------------------------|--|----------|
| On-site personnel and access | <p>FH will provide service and relevant health and safety training to FL staff prior to placement of two bins at each store.</p> <p>External marketing and in-store signage will point customers towards the service.</p> <p>Staff will also take opportunities to promote the service and explain it to customers.</p> <p>Bins will be locked and users will need to request the key from FL staff. This will help minimise contamination and increase opportunities for discussion of the service between staff and customers.</p> <p>Where customers have larger quantities of oil (>200L) staff will be instructed to explain that FH can collect this from the farm at no cost to the farmer.</p> | |
| Site set-up | <p>Two locked bins will be placed on each site. Both the pilot stores have sizable outdoor yards where the bins can be placed.</p> <p>660L wheeled bins will be used for ease of collection. FL branding will be added to the bins shortly.</p>  | |
| Health and safety plan | <p>FH states that, if mishandled, used oil can be a workplace and environmental hazard. If contaminated with flammable liquids, used oil has to be treated as a Class 3 Dangerous Good.</p> <p>For safety and compliance with government guidelines, used oil collected must not contain:</p> <ul style="list-style-type: none"> • Solvents • Petrol • Diesel • Antifreeze • Vegetable fats and oils <p>FH advises that all pickups will be checked prior to collection from site. FH will not accept contaminated oil. Should any contaminated oil be found, this will be isolated and FH will suggest an appropriate contractor to dispose of it.</p> | |
| Waste collection | <p>Initial collection requests will be made by FL staff to FH's 0800 number. Collections will be undertaken within 48 hours.</p> <p>If volumes appear consistent, then a routine collection schedule will be implemented either fortnightly or weekly.</p> <p>FL will report (during the pilot period) to FH weekly as to container volumes received.</p> <p>Drivers will provide FL staff with a docket noting the date and amount of waste oil collected.</p> | |

| Description | Leeston | Darfield |
|------------------------|---|----------|
| On-farm Collection | <p>Farmers with larger volumes of waste oil (>200L) will be able to contact FH directly via their 0800 line to arrange a free on-farm collection.</p> <p>This is typically arranged within two working days.</p> <p>Drivers will provide farmers with a docket noting the date and amount of waste oil collected.</p> | |
| Pilot success criteria | <p>Assessment criteria from the Milestone 2 report are as noted in Section 3.2.</p> <p>With these criteria in mind, project success criteria for the pilot will be:</p> <ul style="list-style-type: none"> • The service model is sustainable as a free service to farmers and to FL. • High farmer participation is achieved. As a minimum, the routine equivalent volume of one bin per store per week (two bins per fortnight) with minimal (<5%) contaminants is received. Ideally, the routine equivalent volume of two bins per store per week (four bins per fortnight) with zero contaminants is received. • Farmers interact with the service appropriately with minimal contamination or dumping of unacceptable wastes on site. • FH collects full bins within the stated timeframes. • Waste collected is able to be promptly and responsibly processed. • Farmer feedback on the service is positive and it is seen as a convenient and cost-effective option. • Both FH and FL are willing to pursue a wider service rollout. | |
| Event evaluation | <p>Project team to gather anecdotal feedback on acceptability of service from FL staff perspective and illicit feedback received from users.</p> <p>Feedback will also be sought as to volumes and weights recycled and the estimated volume per customer trip to support analysis of service effectiveness.</p> <p>If possible, contact to be made with a small group of users to undertake formal feedback survey. Will include questions on:</p> <ul style="list-style-type: none"> • Suitability of service in terms of location and process. • Suggestions for improvement and likelihood of ongoing participation. • Feedback on marketing methods used. <p>Post-pilot evaluation will also be undertaken with FL and FH to determine the feasibility and attractiveness of pursuing this model.</p> | |

3.4 FONTERRA SHARPS COLLECTION PILOT

As noted in previous Milestone reports, Fonterra is undertaking a trial of sharps collection with thirty farmers near Te Awamutu in the North Island. These farmers have been provided with a small, secure sharps container. Based on current usage it is estimated that this container may take two years for an average farmer to fill.

Fonterra advises that the end of May, 2017 has been determined as the likely date to begin trialling the collection and disposal process. Farmers will take containers to the VetEnt Veterinary Clinic in Te Awamutu for disposal. During the trial disposal will be provided without cost, but any national rollout is likely to involve inclusion of disposal costs in the cost of the container. Fonterra is currently working with a waste disposal company to determine likely ongoing costs to farmers.

Fonterra advises that initial pilot feedback has been positive, and the containers are almost all being used. All the pilot farmers are apparently happy to use their local vet for disposal during the pilot and consideration is being given as to the most appropriate collection points for disposal in the case of a wider rollout. Once the pilot is completed, Fonterra intends to analyse the results and determine if a regional or national rollout of the programme is warranted.

Initial discussions took place with Fonterra to determine if containers could be dropped off at a Temporary Pop-up Recovery Event, and this may be a long term solution, but it was determined that Te Awamutu was not an appropriate geographical location for event piloting at this stage. Should Fonterra wish to extend the service, the potential still exists for temporary events providing a venue for container drop-off.

3.5 COMMUNITY ORGANISATION ON-FARM COLLECTION SUPPORT

During Milestone 4, a forum was undertaken with a number of community organisations providing waste collection and resource recovery services with the potential to offer on-farm collection services.

At the conclusion of this event, feedback was sought from participants as to their willingness to pursue on-farm collection services. During Milestone 5, support was offered to those organisations that expressed an intention to pursue services.

The following table summarises the feedback given following the forum in Milestone 4, as well as the response given to the offer of business case development support:

| Organisation | Post-forum Feedback | Support Offer Response |
|-----------------------|---|--|
| Seagull Centre Thames | SCT considered it 'somewhat likely' that they would pursue the development of on-farm collection services for rural waste in the Hauraki Plains area, with a particular focus on items which could be reused or upcycled such as building materials. This development would likely occur over the next 2 to 3 years. | SCT noted that the reality of the Seagull Centre actively targeting the rural sector in new business is likely to be in the 2+ years' timeframe. SCT are focused on assisting a group from Matamata in establishing a Seagull Centre operation that will potentially involve operations across the Hauraki Plain - south Waikato rural area. No immediate support is sought. |

| Organisation | Post-forum Feedback | Support Offer Response |
|---------------------------------|---|---|
| Waitaki Resource Recovery Trust | WRRT considered it 'somewhat likely' that they would begin development of such services in the Waitaki region over the next 6 to 12 months. | <p>WRRT stated that rural waste is on the mid to long term agenda.</p> <p>Waitaki District Council is reviewing rural waste and a WRRT representative may be involved with the steering committee. Next steps will depend on the outcomes of these discussions.</p> <p>No immediate support is sought.</p> |
| Innovative Waste Kaikoura | IWK considered it 'somewhat likely' that they would seek to develop on-farm collection services for rural waste in the future, but no indicative timeframe was given. | <p>IWK's manager has recently left the organisation and this opportunity has been handed to Kaikoura District Council.</p> <p>It was determined that a Project – facilitated discussion group would be the best way to evaluate potential here, but this has not yet been scheduled.</p> |
| CRew / Pou Whakaaro | <p>CRew considered it 'somewhat likely' they would pursue services over the next 9 to 15 months with a particular focus on Whakatane, Edgecumbe and Kawerau.</p> <p>Such services would likely focus on recyclables, some plastics, paint and some chemicals.</p> | <p>CRew advise that they have been researching farm waste locally to determine where opportunities lie. Possible operational sites and logistics are being considered.</p> <p>CRew consider the next stage is likely to be discussions with the Regional Council to determine if support is available.</p> <p>CRew are keen to take advantage of any available business planning support, and this will be followed up shortly.</p> |

| Organisation | Post-forum Feedback | Support Offer Response |
|--|--|--|
| Helensville Community Recycling Centre | HCRC considered it 'very likely' that on-farm collection services would be developed for the greater Helensville area over the next 12 months, with a focus on silage wrap and baling twine. | <p>HCRC will take over the Agrecovery chemical container collection from PGG Wrightsons in May, giving direct contact with farmers and an opportunity to initiate conversations on rural waste.</p> <p>As farmers will already be visiting HCRC they can then arrange for them to drop off a wider range of waste streams. HCRC's current plan is to bring new streams on board a few at a time to allow management of volume.</p> <p>No specific plans for providing business case development support have yet been finalised.</p> |

Contact will be maintained with these community organisations throughout Milestone 6 to provide assistance where required. This support will be focused on helping these organisations build a business case and design mechanism for on-farm rural waste collection.

In addition to these community organisations that are considering provision of on-farm collection services, Wastebusters Canterbury reports that its service delivery base is continuing to grow. In addition, Wastebusters Canterbury manager Sharon Breakwell reports that many of the farmers already part of the scheme are ordering additional bins to further segregate waste streams.

4. COMMUNICATIONS STRATEGIES

4.1 INTRODUCTION

A core component of Milestone 5 is the development of a communications strategy and work plan to promote and support the Project and to advise on and incorporate the requirements for achieving long-term behavioural change. Cherry Red Consulting was engaged to manage this phase of the project.

The focus of the communications strategy is on two core components of the pilot – Agrecovery / Envirowaste Rural Waste Services Pilots and Expanded Rose Oil Recycling Scheme Drop-Off Hubs Pilots.

It is intended that the final report, prepared post event, will provide an informed and tested template for communications should this project be rolled out longer term.

4.2 RESEARCH OVERVIEW

In April 2017, research was undertaken to inform the communications associated with the two focus options for piloting: *Agrecovery/Envirowaste Rural Waste Services* and *Expanded ROSE Oil Recycling Scheme Drop-Off Hubs*.

The overall research objective was to understand the communications channels, tools and techniques that could be used to share messaging and ensure success of piloted activities.

The purpose of the research was to listen to farmers and selected representatives of the farming community to ensure the Project team understood which communication techniques and messages worked well for them. It was determined that the best way to do this was in an unstructured qualitative research context where the discussion was flexible, allowing consultees to set the agenda and lead the discussion.

A copy of the questions used to help guide the discussion is included in Appendix 1.

The following groups and individuals were interviewed:

- A Geraldine-based focus group assembled by Federated Farmers
- ANZCO - Communications Manager
- Synlait - Communications Manager, Manager Lead with Pride, Environmental Advisor
- Fonterra - Manager Regional Engagement
- Agrecovery – General Manager
- Fulton Hogan - Refueling & Used Oils Department Manager (ROSE Oil Recycling Scheme)
- Farmlands – Area Manager Operations - Central South Island (ROSE Oil Recycling Scheme)
- Environment Canterbury - Communications Manager
- PGG Wrightsons
- Beef & Lamb New Zealand
- Timaru District Council
- Irrigation Scheme – General Manager
- Deer Industry NZ

In addition, specialist communications professionals working in the agricultural sector were consulted to gain their expertise and guidance in formulating a communications strategy.

As a result of this research, where possible and appropriate, the techniques and channels indicated as a preference for the rural community have been utilised.

Key findings are included in Appendix 1.

4.3 AGRECOVERY / ENVIROWASTE RURAL WASTE SERVICES PILOTS

The communications strategy *objectives* for Agrecovery / EnviroWaste Rural Waste Services pilots are:

- To ensure that farmers who want to participate, and who live within the catchment area, are aware of the event and feel motivated to register their participation (measure - 100 participants at each event).
- To ensure farmers that registered feel well informed about event requirements and have sufficient advance information and knowledge to participate in the pilot events effectively (measure – informal and formal feedback indicates that participants felt well informed about process).
- To ensure partners in the project feel well informed.
- To share the story with the wider public (measure – minimum of five pilot project stories in various media).

The communications strategy *audiences* for Agrecovery / EnviroWaste Rural Waste Services pilots are:

- Farmers in Geraldine and Matamata (within a 30 minute drive of the event location)
- The wider Geraldine and Matamata community
- Project partners – Agrecovery, Envirowaste etc.
- Project funders
- Project Governance Group
- Rural sector representative groups
- Media

The communications strategy *key messages* for Agrecovery / EnviroWaste Rural Waste Services pilots are:

- “In 2013 an Environment Canterbury study found that, on average, farms were producing nearly 10 tonnes of non-natural rural waste each year, with on farm burning, burial or storage being used to manage waste”.
- “The rural waste minimisation project aims to provide alternative methods to manage this waste and we will be piloting a rural pop up event for farmers to trial options”.
- “Over the coming months, we will share information with you about how to register and participate in the pop up events”.
- “On Thursday 2 November 2017, 9.00 am – 5.00 pm Geraldine will host the first rural pop up recovery event at the Geraldine Transfer Station in Te Moana Road” OR
- “On Friday 1 December 2017, 9.00 am – 5.00 pm Matamata will host a rural pop up recovery event at the Matamata transfer station on Mangawhero Road”.

- “Because we want to ensure safe and effective management, participation will be limited to 100 participants – you will need to make sure you register early so that you qualify”.
- “You will need to register at XXXX if you want to participate in this event. When you register, you will receive all the information that you need on the type of waste we will take, how to sort your waste, times for drop off and costs. If you don’t register you will not be able to participate at the event”.
- “A wide range of partners are involved in the project including regional and district councils, industry groups and waste minimisation organisations”.
- “The success of these pilot events will pave the way for national collection scheme providing a reliable, cost efficient, rural waste recovery programme”.
- “To find out more visit XXXXXX”.

The *overall communications strategy* for Agrecovery / EnviroWaste Rural Waste Services pilots is as follows:

- This plan has been developed to not only inform stakeholders about Agrecovery / EnviroWaste Rural Waste Services pilots and how to participate, but to help encourage longer-term behaviour change within the rural community. The behaviour change component is considered later in this report.
- This plan is based on the assumption that registrations of intent will be sought from farmers in the targeted geographic areas (Geraldine and Matamata) using a wide range of targeted and public channels. Following registrations of intent (this will provide the database), and confirmation that registrations meet criteria, the focus will then shift to invitation mode with communications containing detailed information about collection day requirements.
- The communications strategy will be to provide clear communications, using a variety of preferred channels (identified in the research phase) in each of the communications phases, so that the targeted 100 people in each trial district are reached. Communications will ensure participants are very clear about all aspects of participation so that they have a positive experience.
- Information will be provided well in advance, ensuring timely and effective communication that models the requirements identified for long-term behaviour change. This will ensure that the events run smoothly with both participants and promoters rating the experience as positive.
- The information shared early in the process will cover the fact that only 100 participants can be accommodated, so that expectations are carefully managed.
- Partners will be kept well informed and invited to participate in events.
- Information on the events will be provided to a wider general public for information only. This will help to reinforce the message of farmers as good stewards of the land who care about their legacy.
- A database of potential targeted media outlets has been created. This includes sector organisations we have spoken to and who have offered support as well as general news media outlets.

The *communications tactics* for Agrecovery / EnviroWaste Rural Waste Services pilots are:

- **Phase 1:** Preparing, Informing and Early Registrations – (June 2017)
 - Please note: Phase 1 will only apply to the Geraldine pilot event. Communications with farmers in Matamata will start with Phase 2 once the Agrecovery website is open for registrations.



- The project will target all farmers in Geraldine who farm within a 30-minute drive from the pop up event venues.
 - A key task before initiating public communication will be confirming the draft Question and Answer document to ensure clear messages and a clear outline of activities and requirements.
 - The Agrecovery website, which will be used for registrations, will not be available until mid July so an email address will be established by which farmers from Geraldine can pre-register. This will provide a good indication of potential numbers, start with establishing the database and enable farmers to take immediate action. As an incentive to pre-register, farmers that pre-register will be given 24-hour advance notice of formal registrations opening on the Agrecovery site.
 - During the research phase of the Project it became clear that the farming community needed information well in advance of the events so that they could start planning and preparing. They advised that they needed to know what would be collected at the event and how to start the process of gathering and storing the waste on farm so that they were well prepared for the collection process and turned up at the event with approved waste that was delivered in a state that met pop up requirements.
 - The provision of general information in the selected geographic areas will commence during June and July so they can start gathering and storing waste to enable successful participation and pre-register.
 - As well as sharing on farm storage information, communications will be clear about restrictions on numbers and make sure farmers know that if the event is oversubscribed they may not be able to participate.
 - Farmers advised that they did not want communications that made demands of them in terms of requirements or that came from people outside of the rural community who did not understand the demands of the rural lifestyle.
 - As a result a campaign will be initiated in June 2017 that will let farmers know about the events, provide visual tips on how they can start the “gathering and storage” process and inform them of how to pre-register.
 - Photographs, illustrations and video will be used to share key messages, using members of the rural community, and the call to action will be posed as a question/comment rather than a demand e.g. “Want some hot tips to help manage farm waste?”
 - A range of collateral will be produced during Phase 1 that can be placed in store at selected outlets including the TDC service desk, community paper advertising, sector newsletters and distributed as flyers for use in farm discussion groups.
 - A background information sheet will also be developed to provide information on the wider project and will be shared with technical advisers (from organisations such as Fonterra) so that they can provide more detailed information on the project face to face with the farming community.
 - The information will be placed on selected websites.
 - General news articles on the project will be prepared for distribution to appropriate media.
- **Phase 2: Formal Registration, Confirmation and Ongoing Preparation (July 2017 – September 2017)**
 - Communications with farmers in Matamata will start at this point. They will register directly on the Agrecovery website.



- From mid-July communications will intensify. Formal registration will be confirmed on the Agrecovery website along with specific event details such as how to order liners to enable them to meet drop off requirements.
- The focus of communications during the July - September period will be on two aspects:
 - Ensuring pre-registrations (Geraldine only) and registrations (Matamata) are confirmed and, if additional registrations are required, that farmers know how and where to register and;
 - Following successful (i.e. they meet criteria) registration farmers receive the required information to ensure they can participate and meet waste management requirements. This will include how to order liners, waste streams that will be included in the event, dates, times, venues, all costs, the size of charitable donations, etc.
- Once participants have registered for the event they will be vetted to ensure they meet geographic requirements and the communications focus will shift to the provision and sharing of very specific information with the invited database participants. This will include:
 - Dates
 - Times
 - Venues
 - Costs
 - Liner purchase and delivery
 - Waste management process
 - Donation selection
 - Other information as required
- If additional registration numbers are required, communications will be distributed via a mail drop to all rural delivery boxes within the geographic areas. This will inform people about the event, how to register and also include waste preparation and storage information.
- High profile, well respected rural community leaders will be identified to act as spokespeople and talk about and promote the scheme during this time phase, with a focus on this being farmer led and acceptable.
- Tips on storage for participation and to ensure the smooth running on the day will be shared.
- Media and engagement channels will continue to be used during Phase 2, but the message will expand to include registration requirements.
- **Phase 3: Ongoing Preparation (October 2017)**
 - During this phase, direct communication with registered participants will continue and ramp up tips for successful participation will be shared, such as 'how to pack your vehicle on the day'.
 - Further registrations will be encouraged from the community using channels and material produced in Phase 1 and 2 if additional registrations are required.
 - A general news media campaign will be conducted to generate wider awareness about the project and the potential.



- **Phase 4: The Event (November – December, 2017)**
 - During the event qualitative research from event participants will be conducted focused on what worked, what didn't, and what could be done better from a communications perspective.
 - On the day partner requirements will be managed.
 - Any media requirements (if they attend) will be managed.
- **Phase 5: Post Event (December 2017)**
 - During December, post-event communications will be undertaken providing participants with feedback and thanks.

Behaviour Change

The research undertaken in the early phases of the project and during the communications phase provided indicators about what is required to support long-term behaviour change in this project.

These insights will be used to inform the development of all communications collateral and include:

- Convenient – must be convenient and easy to access. Ideally less than 30 minutes' travel distance.
- Cost – must be low, particularly given participants are travelling to participate.
- Regular – needs to be regular so waste doesn't build up on site.
- Reliable and consistent – must be reliable and consistent (same time/same place/same date).
- All waste – the project should include collection of all types of waste.
- Well communicated – clear instructions on how to store, manage and drop off waste.
- Payback – contribution to the community is a nice to have.
- Peer pressure – if my neighbour does it then I will do it.
- Advance warning – need plenty of advance warning about events and what to do if they want to participate.
- Language – don't tell farmers what to do, make sure the language is offering an option not preaching.

These factors will be taken into account when developing communications and also with regard to roll out of the longer term project. The follow up feedback, post pop up events, will also assist with developing a programme that encourages long term participation and success.



| Date | Action | Responsibility |
|----------------------|---|--|
| May 2017 - June 2017 | <p><i>Phase 1: Preparing, Informing and Early Registrations</i></p> <p>Geraldine only.</p> <p>Develop and pilot a range of information tools to support Phase 1 that alerts farmers to the event and provides information on pre registrations and tips about managing on farm waste storage. This will be tweaked to make sure it meets the variety of channels that we will use for communications and distributed as appropriate.</p> <p>Collateral:</p> <ul style="list-style-type: none"> • Q and A document confirming all details • Establish email address for pre registrations • Communication material alerting community to event and illustrating storage techniques – posters, flyers, information sheets • Advert for community papers and sector group publications • Articles for community papers and sector group publications • Information sheet for on farm technical advisers and discussion groups • Information for inclusion on selected websites • Work with TDC on filming of a video for YouTube that shows how to pack and store waste. Reference the video in material. <p>Other:</p> <ul style="list-style-type: none"> • Start gathering the invitation database via email registrations • Identify community leader as spokesperson. • Start developing detailed information for use in Phase 2. • Keep partners and governance group informed about progress | JC in association with FS and other participants |

| Date | Action | Responsibility |
|--------------------------|--|--|
| July 2017 - Sept 2017 | <p><i>Phase 2: Formal Registration, Confirmation and Ongoing Preparation</i></p> <p>Geraldine and Matamata: Develop information on registration requirements for the pop up events and include detailed information on liner purchase and availability, collection and event management requirements. This will be tweaked to make sure it meets the variety of channels that we will use for communications and distributed as appropriate.</p> <p>Collateral:</p> <ul style="list-style-type: none"> • Communication material alerting community about how to register and what happens post registration – posters, flyers, information sheets • Material detailing arrangements for the day and covering off how to order liners, waste streams that will be included in the event, dates, times, venues, costs, charitable donation to be provided to registrants. • Update advert for community papers and sector group publications about registration process • Updated articles for community papers and sector group publications about registration process • Updated information sheet for on farm technical advisers and discussion groups about registration process and participant requirements • Update information for inclusion on selected websites about registration process and participant requirements • Letter for rural delivery in selected geographic area about event and registration process and participant requirements if required <p>Other:</p> <ul style="list-style-type: none"> • Use community leader as spokesperson • Manage rural delivery drop of registration information • Commence gathering registrations and invitation database • Develop on site signage • Keep partners and governance group informed about progress | JC in association with FS and other participants |

| Date | Action | Responsibility |
|---|---|--|
| Oct 2017 – Nov 2017 | <p><i>Phase 3: Ongoing Preparation</i></p> <p>Communication during this phase will be very specific and focus on communicating with our registered database. A key task will be on providing updated information as required. We must ensure that there is no communications vacuum. We will share tips and stories and make the communications chatty and informative.</p> <p>If additional registrations are required we will revert to Phase 1 and 2 activities to generate additional interest. We will also start talking to the general news media about the event.</p> <p>Collateral:</p> <ul style="list-style-type: none"> • Provide regular and updated information to invitees about all pop up event requirements - share tips and stories from registered participants about what they are doing to manage waste • Update flyers with detailed information for on farm technical advisers and discussion groups • Update articles for placement in appropriate sector publications to continue engagement • Update information placed on websites • Confirm all signage requirements <p>Other:</p> <ul style="list-style-type: none"> • Continue to seek additional registrations if numbers allow. • General news media targeted with stories (Seven Sharp, TV3, TV1, Print press) and invited to attend the event. • Draft proposed media Q & A for use by spokesperson on the day • Develop the onsite questionnaire for feedback on the day • Keep partners and governance group informed about progress | JC in association with FS and other participants |
| 2 Nov - Geraldine 1 Dec - Matamata | <p><i>Phase 4: The Event</i></p> <ul style="list-style-type: none"> • On site Research and Feedback • Manage media • Opportunities for TDC Councillors and Community board participation | JC in association with FS and other participants |

| Date | Action | Responsibility |
|----------|---|--|
| Dec 2017 | <p><i>Phase 5: Post event</i></p> <p>During December, we will carry out post event communications providing participants with feedback and thanks.</p> <p>Collateral:</p> <ul style="list-style-type: none"> • Newspaper ads thanking participants and detailing how much waste was gathered • Articles thanking participants and detailing how much waste was gathered and other information of interest for sector publications • Email to all invitees on database thanking participants and detailing how much waste was gathered and other information of interest about longer term options under development • Updated general news story on event success and charitable donation <p>Other:</p> <ul style="list-style-type: none"> • Request feedback on communications through discussion groups. • Prepare project report | JC in association with FS and other participants |

Communications Budget

It is important to note that much of the collateral (photography, design work and advisory material) developed as part of this pilot will be able to be used in the longer term as the service is rolled out nationally.

| Activity | Projected Cost (ex GST) |
|--|-------------------------|
| Design work and photography for three phases (will be available as a longer term resource as the project is rolled out nationally) | \$2,500 |
| Print costs three phase x 1000 posters, flyers | \$2,500 |
| Advertising costs three phase | \$2,000 |
| Signage (will be available for ongoing use at future events) | \$1,000 |
| Rural delivery costs (will only be used if additional registrations are required) | \$2,000 |
| TOTAL | \$10,000 |

Media Protocol

All media enquiries will be referred to Jackie Curtis at Cherry Red Consulting. Jackie will determine who should respond, provide guidance on an appropriate response and help manage all media enquiries.

Crisis Communications

The events are public and there is potential for a Health and Safety incident. A draft Crisis Communications Plan has been prepared and a detailed Crisis Communications Plan will be developed nearer the time to assist with management of a crisis at events.

Key points from the Crisis Communications Plan are as follows:

- Development of a “Go Kit” that includes project personnel contact details, media contact database, Q and A document, fact gathering template, media enquiries template
- Outline of requirements and immediate response to manage the crisis
- Outline of crisis communications team members
- Immediate media response messages
- Media protocols and tips
- Ongoing management of communications

Key Risks

The following risks and associated mitigation strategies have been identified:

| Risk | Mitigation Strategy |
|---|---|
| Insufficient registrations | The pop up events have been designed to test and trial the project. We do not need 100 participants to achieve that goal. However if participation rates are significantly low we will investigate an increase in communications activity to target potential participants. |
| Too many registrations | We have a cut off at 100 participants at each event, although additional participants may access an on-farm service. This will be made clear during communications so that people know places for participation are limited and that they need to register early. If people are very disgruntled about not making the cut off we will investigate extending numbers if considered feasible. |
| Event failure-negative feedback from participants | Media responses will be developed to assist with any negative feedback should the event not prove successful. We will stress that this is a trial, feedback will be take on board and incorporated into the trial findings. |
| Health and Safety incident | Any Health and Safety incidents will be dealt with immediately by the responsible contractor. However, Cherry Red will manage communications in conjunction with the contractor’s communications team. A crisis communication plan has been developed to help with management of a situation if it should occur. |

| Risk | Mitigation Strategy |
|--|---|
| Negative media coverage about the rural community and current practice | The focus on rural waste could stir up some negative publicity about rural waste practices. This could make rural participants annoyed about the negative focus. All our engagement with media will focus on the positive response from the rural community to this trial and the attitudes of the rural community to sustainability and good environmental management practice. We will identify a few farmers who excel in this area to provide a media response if this occurs. A statement will be prepared on behalf of the project sponsors to use as a response if required. |

4.4 EXPANDED ROSE OIL RECYCLING SCHEME DROP-OFF HUBS PILOTS

The communications strategy *objective* for Expanded ROSE Oil Recycling Scheme Drop-Off Hubs pilots is:

- To encourage the rural community to drop used, non-contaminated lubricating oils at the Farmlands Darfield and Leeston stores for recycling during the trial project (May – October 2017).

The communications strategy *audiences* for Expanded ROSE Oil Recycling Scheme Drop-Off Hubs pilots are:

- Farmlands and Fulton Hogan Employees
- Project Partners
- Rural residents in Darfield and Leeston
- Customers of Farmlands in Darfield and Leeston
- Media in Darfield and Leeston

The communications strategy *key messages* for Expanded ROSE Oil Recycling Scheme Drop-Off Hubs pilots are:

- “You can drop your used non contaminated lubricating oils at Farmlands in Darfield and Leeston”.
- “Recycling the oil is a great way to help protect the environment and this project has made it easy to manage”.
- “Fulton Hogan will also come out to your farm if you have large quantities of oil and pick it up from you”.
- “There is no charge for this as long as oil is non-contaminated”.
- “The trial project will run from May – October 2017”.
- “For additional information and detail on how, when and where to drop off see XXXXXX”.

The *overall communications strategy* for Expanded ROSE Oil Recycling Scheme Drop-Off Hubs pilots is as follows:

- A variety of channels will be used (including local media, Farmlands communication channels, in store promotional material and on farm advisors) to highlight the project and let people know how they can participate.
- A simple information sheet will be developed focusing on how to dispose of waste oil and how to participate in the programme (sign off from Farmlands and Fulton Hogan) for in store staff and technical officers to share with customers/clients.

- A simple poster will be developed for placement in store highlighting the programme and how to participate.
- A series of stories will be prepared for the local community papers and appropriate sector publications
- An article will be provided for inclusion on the Farmlands, Fulton Hogan and Agrecovery website
- Farmlands have agreed to email residents in targeted areas with information
- Consideration will be given to designing a collar for bottles of oil for sale in store at Farmlands, informing people about the ROSE programme. This will be subject to deployment cost.
- Actions are to start as soon as Milestone 6 commences to support a May 2017 start up.
- A database of potential targeted media outlets has been created. This includes sector organisations we have spoken to and who have offered support as well as general news media outlets.

Timeframes and Actions

| Date | Action | Responsibility |
|---|--|--|
| Week commencing 22/5/17 subject to MfE approval | Information Sheet and Q & A document for in store and face to face engagement | JC in association with FS and other participants |
| Week commencing 22/5/17 subject to MfE approval | Poster/flyer/bottle collar art work for sign off | JC in association with FS and other participants |
| Week commencing 22/5/17 subject to MfE approval | Local media work commences – stories for community papers Article for inclusion on Farmlands, Agrecovery and Fulton Hogan website Email from Farmlands to targeted residents Investigate bottle collar option | JC in association with FS and other participants |
| June - August, 2017 | Ongoing communications as appropriate | JC in association with FS and other participants |
| Sept, 2017 | Project wrap up communications using all channels | JC in association with FS and other participants |

Communications Budget

It is important to note that much of the collateral developed as part of this pilot will be able to be used in the longer term as the project is rolled out nationally.

| Activity | Projected Cost (ex GST) |
|---|-------------------------|
| Design work and photography (will be available as a longer term resource as the project is rolled out nationally) | \$1,000 |
| Print costs posters, flyers | \$500 |
| Signage (will be available for ongoing use at future events) | \$500 |
| Bottle collars (approx.) (will be available for ongoing use at future events) | \$1,000 |
| TOTAL | \$3,000 |

Media Protocol

All media enquiries will be referred to Jackie Curtis at Cherry Red Consulting. Jackie will determine who should respond, provide guidance on an appropriate response and help manage all media enquiries.

Crisis Communications

A draft Crisis Communications Plan has been prepared along similar lines to that prepared for Temporary Pop-up Recovery Events. This plan will be used as the basis for any crisis communications associated with this project.

In the event of a crisis, close communication and collaboration will be maintained with Fulton Hogan and the Farmlands Communications team.

Key Risks

The following risks and associated mitigation strategies have been identified:

| Risk | Mitigation Strategy |
|---|--|
| Complaints re: collection process (difficult, too hard, not secure etc) | If any complaints are received we will work closely with both Farmlands and Fulton Hogan to identify and resolve issues in a way that assists with management of the project reputation. |
| Health and Safety incident | Any Health and Safety incidents will be dealt with immediately by Farmlands/Fulton Hogan. However, Cherry Red will manage communications in conjunction with the Farmlands/Fulton Hogan communications team. A crisis communication plan has been developed to help with management of a situation if it should occur. |

| Risk | Mitigation Strategy |
|--|---|
| Negative media coverage about the rural community and current practice | The focus on rural waste could stir up some negative publicity about rural waste practices. This could make rural participants annoyed about the negative focus. All our engagement with media will focus on the positive response from the rural community to this trial and the attitudes of the rural community to sustainability and good environmental management practice. We will identify a few farmers who excel in this area to provide a media response if this occurs. A statement will be prepared on behalf of the project sponsors to use as a response if required. |

Post-event Debrief

At the conclusion of the trial event a debrief programme will be undertaken with key participants. The focus will be on communications, with an aim of understanding what worked from a communications perspective and what did not.

This information will then be used to inform the ongoing project.



Focus Group Research Guide

We will start by explaining that to help ensure success we need to talk to the rural community in the right way – using the right messaging and the right channels. We want to use the time today to understand what those messages should be and how we should communicate. We also want to gain a better understanding of what will drive/encourage them as individuals to participate. This session is NOT about exploring the options on offer it is purely about communicating and engaging.

Questions/Discussion:

- Why would you choose to participate in this programme?
- What information would you need to ensure/assist your participation?
- What kind of things might encourage your participation – (explore incentives and what those might be).
- How would you like to receive information about the pop up recovery events/ drop off points or on farm recovery?
- What information sharing channels work for you?
 - Explore newsletters – which work and which partners would we be best to work with
 - Explore internet/email – how do we build the database or is there an existing database we can use
 - Explore social media – which sites do you visit
 - Explore posters- where would we put them for maximum visibility (stores/shops/schools)? What would they need to attract your attention and encourage participation?
 - Would using the news media work? Which newspapers do you read and which sections.
 - Explore word of mouth/face to face – how do we tap into this, who are the people you see regularly that could share this information with you and that you listen to?
 - Do you have any examples of great communication campaigns that worked for you – what were they?
- How should we craft our messages – what language would make you want to participate and what would turn you off?
- What information do you need to make long term change?
- Would you like to see the wider community involved in this project? (Explore)
- Thinking about your rural neighbours or contacts that aren't here today, what do you think would encourage them to participate in this programme and how do we talk to them?

If we continue with this programme on an ongoing basis how should we continue to communicate or remind you about the project? What are the best prompts or reminder channels?

Key Findings/Comments

Farmers prefer the following communication channels:

Face to face communications:

- Through on farm advisers - Synlait, Fonterra, Environment Canterbury, Vets
- Through informal discussion groups – Dairy NZ, Beef & Lamb
- In store sales staff at rural supplier stores – Farmlands, PGG Wrightsons

Media:

- Use the local community paper to share information via adverts or media stories
- Use the local school newsletter to target the community

Collateral:

- Have printed material available in local farm supply stores sharing information about the event and how they can prepare – posters, flyers

Rural Mail Delivery

- Use the rural mail to share information via the post box - flyers

Email/Newsletters

- Use existing newsletters (co-op newsletter, supplier newsletter etc) to share information but include it in the email subject line and don't make it too long

Social media

- Don't use social media

Fonterra app

- Use the Fonterra app for co-op members

Farmers respond well to the following messaging:

- Demonstrate - Demonstrate best practice options visually as an option – don't tell us what to do.
- Delivery - Make sure that the event is well run and well managed – on time, consistent, cost effective.
- Charity Option - Include a charitable component



General comments:

- Waste minimisation is on every farmer's radar – farmers want to do the right thing but waste has increased significantly and has become harder to manage.
- Confusion at the moment about who does what and who takes what.
- Inconsistent service and systems
- The drop off service needs to be easy, consistent and regular – it needs to be bi monthly on the same day at the same time.
- The event needs to be affordable and cost effective
- Farmers are influenced by their neighbours and fellow farmers so if you can get a few on board then others will follow.
- Farmers would like a charitable promotion along the lines of Z energy's "Good in the Hood" <http://z.co.nz/about-z/how-we-invest-in-our-neighbourhoods/good-in-the-hood/about-us/>
- Suggested two options – local school and local environmental project such as the Orari River Protection Group in Geraldine.

Communicating the event:

- Discussion Groups - It was suggested that we tie into locally led farmer discussion groups to spread the word (Alistair - 021 355 032). Dairy NZ often facilitate these and may assist with engaging with these groups across the country.
- Websites and partner email newsletters - Beef & Lamb have a Friday E Diary newsletter but participants commented they get a large number of emails and it is hit and miss about whether they are read.
- PGG Wrightson newsletter read - If email is to be used then make sure the content is included in the subject line and make it easy to download and read.
- Mail outs - Geraldine farmers indicated they read mail outs and flyers received in their rural post drop and this should be investigated as an option.
- In Store Collateral - Posters and flyers available in store at Farmlands, PGG Wrightsons and other suppliers receive good uptake.
- Face to Face - Use face to face where possible – Farm Adviser Beef and Lamb Environment Workshop, Synlait and Fonterra Environmental Advisers
- Social Media - Social media was not well received by the farming community and the comment made was "A big fat no to social media".
- Community Papers - The rural community read their local community news and it is recommended advertising and also providing articles for use in the community paper.
- School newsletters - The group recommended placing articles in school newsletters which get a high readership

Sharing Information:

In addition to finding out the best channels to use the discussion also focused on how to communicate the message. Clear feedback was received:

- Don't tell us what to do or use instructional language and don't oversell the environmental aspect of the event.
- "We don't need environmental issues shoved down our throat. We will do it because it's good for our farm, just as urban people don't want rubbish sitting around their property"
- Use teasers and questions to encourage interest e.g. Do you need a pick up? Here's the answer.....
- Develop some material that shares tips from other farmers on how they manage waste and how you can prepare for a future pick up – poster or flyer using photographs
- Avoid battery collection as schools use this as a fundraiser.
- Be very clear this is a trial only – don't set expectations.
- Make sure there are very clear instructions available via a number of channels before the event – dates, venues, times, registration, what will be taken, what's the cost, what's the process, how do we have to separate items?

Notes - Farmlands

Farmlands are involved with the ROSE oil collection in association with Fulton Hogan.

A bin is currently on site at Farmlands Leeston and will be on site at Farmlands Darfield in the first week of May. The collection is for used lubricating oils, which can be deposited in a locked bin on site.

Communication tools and channels

- Farmlands email members
- Technical officers give face to face reminders when on farm visits and leave behind flyers
- Staff will share in branch information (flyers) with farmers
- Potential to place a label/collar on Gulf Oil containers when they are sold reminding purchasers about the drop off scheme
- Use local community media to tell the story – Ellesmere Echo
- Farmlands are not keen to support the pop up events
- Action: Jackie to contact Abby Shaw at Fulton Hogan and Jess at Farmlands

Notes - Synlait

- Concern expressed over September timing – November preferred from a dairy perspective.
- Stressed the need for convenience and cost effectiveness.
- Farmers won't like waiting lines at drop off
- Happy to incorporate in the Lead with Pride programme as it develops.
- Farmers want to manage waste efficiently
- Waste oil in the pilot would be good
- Need great systems in place to make sure drop off is efficient



Communication tools and channels:

- Face to face is best. Synlait can help with this aspect with Environmental Advisers on site visits in May/June/July. Visits made to 80% of suppliers. Approximately 40 -50 in the Geraldine/Mayfield area.
- Happy to leave behind an information sheet during farm visits (May- July)
- Will include an article in their newsletter (second half of the month) email and post

Notes - Fonterra

Communication tools and channels:

- Fonterra have My Co-op app streamlined for every farmer in the co-op. It is regionalized and personalized.
- Can also email members
- Can text members
- On farm advisers are a great way of achieving face to face communication
- Jackie to contact Communications Manager

Notes - ANZCO

Communication tools and channels:

- ANZCO suppliers like informal channels for communication including things like field days events and engagement with experts/specialist such as veterinarians when on farm.
- Suppliers also use discussion groups as a channel for receiving information.
- Spouses are a good source of information and often are decision makers/influencers with the farmer.
- Farmers learn from other farmers so finding champions and then enabling a way for them to demonstrate hands on or visually how to do things (e.g. Alastair's tips on managing waste on farm) is useful.

Notes - Beef & Lamb NZ

- Produce Friday Beef & Lamb E diary and happy to publicise the pilots. This is regionalised so can be specific to the Waikato and Canterbury regions.
- NI and SI Environmental Extension Manager – on farm advisers - happy to share information as it ties in well with their goals. Face to face works best and happy to share information with farmers as they are out and about.

Notes - PGG Wrightsons

- Happy to assist us. No newsletter and other communications are national so not appropriate but will assist with in store placement of material and notices. Linda will introduce us to the in store team once material is prepared.
- Local community paper is well read

- Farm agents not prepared to drop off material
- Find local advocates as they work really well.

