



ENVIRONMENT CANTERBURY

**NEW ZEALAND RURAL WASTE MINIMISATION PROJECT  
MILESTONE 6a PHASE III:**

**PILOT PLANS & COMMUNICATIONS STRATEGY UPDATE**

TRUE NORTH CONSULTING / CHERRY RED CONSULTING  
20 DECEMBER 2017

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- Environment Canterbury
- WasteMINZ
- Agrecovery
- EnviroNZ
- Fulton Hogan
- Farmlands

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## 1. EXECUTIVE SUMMARY

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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 to 5, 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.

The Expanded ROSE Oil Recycling Scheme Drop-Off Hubs pilots have progressed well and resulted in a substantial amount of oil being collected. These pilots will be allowed to continue into the New Year, with a plan to develop a wider deployment strategy with Farmlands and Fulton Hogan.

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 has been concluded satisfactorily, but Fonterra has elected not to progress with a wider rollout due to the long timeframe required to fill a container with needles and the relatively low perceived priority in managing this waste stream.

The Agrecovery / EnviroWaste Rural Waste Services were planned to proceed as follows, and a full updated project plan and communications plan are included in this report:

- Two one-day pop-up events were planned: one in Geraldine in April, one in Matamata in May, in partnership with the respective territorial authorities.
- A range of waste streams were to be accepted, including hard plastics, soft plastics, chemicals, paint containers and oil containers.
- On-farm collection for higher volumes of plastics was to be coordinated with the events.
- The events were to be marketed broadly in the local communities, but limited to 100 participants at each event to manage volumes and traffic flows.
- Farmers were to be allocated a time window for participating in the event to manage traffic flows.
- Farmers would be required to register online for the events noting the waste streams they intend to bring and their preferred time window for participation.
- Detailed evaluation was to commence immediately after the pilots to determine whether this model is suitable for wider deployment.

As noted in detail in Section 3.1, challenges in the logistics of planning the pilots, combined with limitations in industry's ability to lead and execute the pilots, has resulted in the recommendation that the pilots not be undertaken as planned.

Instead, it is recommended that reporting for Milestone 6b be altered to allow for the inclusion of a full 'operating manual' for providing these services that can be implemented by industry partners when ready to do so. This plan would capture all of the learning in preparing for the pilots and ensure that, when industry is ready to implement this model, none of this learning is lost. The plan would be prepared as a full 'specification' for conducting a 'one-stop' Rural Waste Services business model, regardless of which industry partner delivers it. This report would also include a deployment plan and finalisation of the ROSE Oil Recycling Scheme pilots. Both of these elements would be included in a Milestone 6b report to be provided to the Ministry for the Environment by 30 March 2018.

It is then envisaged that either Agrecovery and Envirowaste would independently pursue piloting activity and the Project would provide evaluation services, or the Project would conclude. In any case, it is intended that the Project will conclude prior to 30 June 2018, and project expenditure will be within the currently available budget.



## 2. INTRODUCTION

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### 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"> <li>Undertake risk assessment of rural waste disposed on-farm and prioritise high risk waste streams for further work.</li> </ul>	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"> <li>National and international review of options for increasing rural waste reduction, reuse, recycling, recovery and disposal, and a preliminary feasibility assessment of each.</li> </ul>	Complete
2	3 - Explore potential waste minimisation options	<ul style="list-style-type: none"> <li>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.</li> </ul>	Complete
2	4 - Detailed business cases	<ul style="list-style-type: none"> <li>Prepare complete and detailed business cases for each preferred option.</li> </ul>	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"> <li>Select and refine preferred options for implementation and create implementation plans.</li> <li>Develop communications strategy and work plan to promote improved rural waste management and minimisation.</li> <li>Develop work plan, identifying selected mechanisms and tools that will be used.</li> </ul>	Complete
3	6a – Pilot Plans and Communications Strategy Update	<ul style="list-style-type: none"> <li>Finalise and begin implementation of a detailed pilot plan for each pilot to be undertaken outlining: <ul style="list-style-type: none"> <li>the roles of each party involved (with agreement demonstrated from each party),</li> <li>the waste streams to be included,</li> <li>the customer offering and the prices to be paid for each waste stream by the customer.</li> </ul> </li> <li>Update and finalise the communications plan for the pilots, noting specific media to be utilised and external contributions.</li> <li>Provide an updated budget for project completion</li> </ul>	This report
3	6b - Option pilot trials & communications roll-out	<ul style="list-style-type: none"> <li>Undertake preferred option pilot trials and prepare a final report detailing pilot processes and outcomes.</li> <li>Implement communications strategy and work plan.</li> <li>Publish and distribute materials and tools.</li> </ul>	Due 29/6/18

This report represents the deliverable for Phase 3, Milestone 6a: *Pilot Plans and Communications Strategy Update*.



## 2.2. PROJECT SUMMARY - MILESTONES 1 TO 5

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.



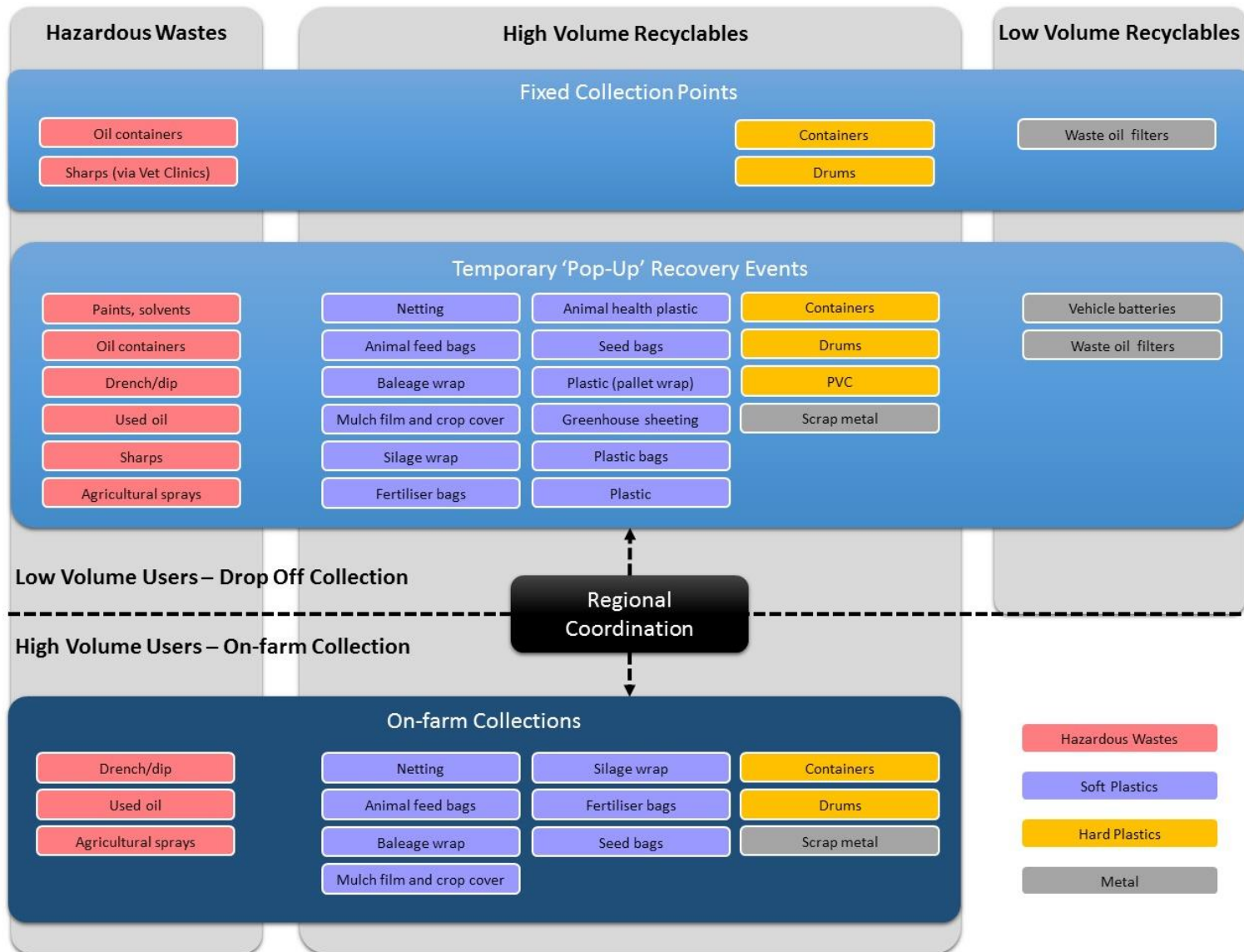


Figure 1: Rural Waste Management Model and priority waste streams

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.

While the continuing role of the project for Community Organisations is simply to support these organisations with waste service plans as required, and the Fonterra Sharps pilot has been undertaken internally by Fonterra, Milestone 5 laid down initial pilot plans and communication plans for the Agrecovery/ EnviroWaste Rural Waste Services pilots and the Expanded ROSE Oil Recycling Scheme Drop-Off Hubs pilots.

In summary, these plans were as follows:

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.

This report contains two key elements:

1. An update on the ROSE Recycling Scheme Drop-Off Hub and Fonterra Sharps pilot.
2. A snapshot of the current pilot plan and communications plan for the Agrecovery / EnviroWaste Rural Waste Services and an overview of why these pilots are not progressing as intended.



### 3. PILOT UPDATES AND IMPLEMENTATION PLANS

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#### 3.1 AGRECOVERY / ENVIROWASTE RURAL WASTE SERVICES PILOTS UPDATE & STRATEGY

The primary focus for Phase 3 has been the new service model to be piloted by Agrecovery and Envirowaste. This new service offering provides, by far, the biggest potential impact on rural waste recycling. It must be understood, however, that this model is particularly challenging for Agrecovery and Envirowaste to implement – or even pilot – because of the significant investment in infrastructure and service delivery processes necessary to deploy the service in a meaningful way.

Despite this, both parties have repeatedly stressed the strategic importance of this new service delivery model to their organisations, and their absolute intention to proceed with piloting.

The initial plan with pilots was to undertake these in August and September of 2017, as indicated in the Milestone 4 report. At this stage, Agrecovery and Envirowaste were initiating their new relationship, with Envirowaste taking over on 1 July 2017 from 3R Group as Agrecovery's service delivery contractor for plastic container collections. The two organisations felt that they could delivery pilots – potentially before 1 July 2017 – and certainly shortly after. The Agrecovery Board agreed to this timeframe in early 2017.

In April 2017, Agrecovery asked that the pilots be pushed back several months to allow their new service delivery relationship to be bedded in. It was felt that such a delay was necessary to allow for the addition of new waste streams (and particularly soft plastics) into piloting activities. While concern was expressed at this delay, assurances were received from Agrecovery that the delay would enable them to commit fully to the pilots as articulated.

At this stage, a detailed project plan was provided to both Agrecovery and Envirowaste to ensure they were comfortable with how the pilots would be deployed. Once again, assurances of commitment and participation were received.

Pilot planning and logistics continued, with significant – but ultimately unsuccessful - efforts made to include Plasback in the pilot plans. Plasback's unwillingness to participate, and displeasure at Agrecovery and Envirowaste entering into a competitive space with Plasback, clearly complicated the pilot planning process and caused some discomfort for Agrecovery.

In July 2017, Agrecovery, following conversations with its board and with Envirowaste, advised that the pilot events would need to be delayed until autumn 2018 and that, without such a delay, it would be "difficult to see any meaningful involvement from either party".

It was understood that challenges in moving to a new service provider in core service delivery were key in this request to delay, and that concerns over the logistics and feasibility of offering a soft plastics collection service had caused some nervousness within both organisations.

A further detailed project plan in the form of a 'Memorandum of Understanding' was provided to Agrecovery and Envirowaste to ensure that – following two delays – their commitment and enthusiasm for the piloting process remained strong. Both parties confirmed their desire to proceed and their confidence in the plan as described. At this stage – in November 2017 - a variation with the Ministry for the Environment for additional time was sought, and additional project funding was sought and obtained from key project stakeholders.



In order to allow the pilots to progress, the Ministry for the Environment granted an extension of the project deadline – to 30 June 2018 - and Milestone 6 was split into two milestones – Milestone 6a and Milestone 6b. This report was intended to represent the updated pilot plans and communications strategy required for Milestone 6a, the purpose of which was to bring the key plans around piloting activity up to date before implementation activity began in earnest.

In December, 2017 as commitments began to be locked in for the piloting process, a number of barriers arose to the progressing of the pilot process:

- Envirowaste had earlier advised that it intended to process agricultural soft plastics through its Christchurch processing plant. Sending such plastics to Astron Plastics in Auckland was offered as a contingency plan if the processing capability in Christchurch was not yet on line. It subsequently became apparent that the Christchurch plant was unlikely to be ready to process plastics in time for the pilots. In December 2017, Astron Plastics advised that they would not be receiving more agricultural plastics for the foreseeable future, leaving the project without an immediate outlet for soft plastics collected. Envirowaste indicated that an alternative solution was likely to be found, but no such solution has yet been communicated.
- The agreement reached with Agrecovery and Envirowaste was that the Project would fund sufficient plastic liners (at a cost of about \$8,000 + GST) to supply the pilots and then, as liners were sold, the costs recovered would be refunded back to the Project budget. As the Project was extended and the budget reconfigured, Environment Canterbury did not allow for this cost and did not feel comfortable taking the risk on a quantity of liners potentially remaining unsold, and thus unbudgeted expenditure being incurred. Agrecovery and Envirowaste were approached to co-fund or share the risk on the cost of liners being manufactured, but declined. Agrecovery also approached Plasback to see if they would be willing to participate and allow their liners to be utilised in the pilots, but they also declined to be involved.
- The agreement reached with Agrecovery and Envirowaste included the stipulation that the Project would design the registration system, and then Agrecovery would handle its implementation as a set of modifications to their website. The specification created (as contained in Appendix 1) was supplied to Agrecovery and a quote sought from Agrecovery's IT contractors for implementation. Agrecovery did not feel comfortable with the cost of this modification and so declined to implement it. This would then have required the project to set up a separate and independent website for pilot registrations purposes.

While each of these issues could potentially have been solved, it would have required a truly collaborative partnership approach with industry to do so. It was felt at this stage that the increasing hesitation from Agrecovery and Envirowaste and an apparent desire on the part of these organisations to distance themselves from issues impacting pilot deployment, rather than fully participate in problem solving, begged several questions that the project needed to consider:

- Could we be confident that the commitments of the industry partners to deliver on the pilot would be realised as agreed?
- Could we be confident that the agreed timeframes would be met?
- Have we forged a genuine partnership with industry to deliver the pilot events?
- Is it responsible and prudent to continue with implementation of the pilots planned for April and May, 2018.

As these questions were being considered, Agrecovery advised that they were reluctant to pursue the inclusion of soft plastics in the pilots due to the challenges in doing so that had arisen.



At this stage, the following advice was given to Environment Canterbury as the lead agency for the Project:

- It now appears very unlikely that the pilots as planned will be able to be delivered in the timeframes agreed.
- The development of a standalone website would require significant investment of time – outside scope – by the Project team.
- A number of developments and environmental factors have increased the barriers to conducting the events as fully planned.
- The industry partners with which the pilots are being developed do not appear to be fully engaged in the process and, while enthusiastic about the pilots and their strategic implications, do not appear to be in a position to partner in their implementation in a reliable and consistent manner.
- Every effort has been made by the Project over an extended time period to work closely with the industry partners and be flexible to make the pilots work, but to continue to do so now may pose an unacceptable risk to the Project and its stakeholders.
- The pilot plans require that public-facing marketing be initiated in January to allow the pilots to be successfully undertaken in April and May. To take this step given the current status of the pilot planning process and the level of industry partner commitment is not recommended and presents an unacceptable Project risk.
- It is recommended that pilot planning cease and that the pilots not proceed as planned. A time extension is not sought as, in the judgment of the Project team, timing is not the core issue, but one of commitment and uncertain strategic alignment.
- It is recommended that the initiative for any piloting activity be passed to industry partners. The Project has taken the lead over the past year in moving pilot planning forward. Ultimately this strategy has not been successful and it now appears prudent that industry step in and take the lead and risk on any piloting activity. If any piloting occurs, the Project must shift focus from driving that piloting activity to merely supporting and evaluating what is being developed by industry.
- It is recommended that an alternative Project completion timeline and description be prepared to extract maximum value from the work undertaken to date and allow this work to be picked up and continued when industry deems it prudent and strategically advantageous to do so.

To this end, the following Project completion process is recommended:

1. *Articulate the full Rural Waste Services model:*

The project and communications plan for the Agrecovery / Envirowaste Rural Waste Services Pilots that currently exists and is contained within this report represent a model that has evolved and been somewhat compromised by the current limitations and commitment of the industry partners. It is a 'contextually pragmatic' approach rather than being an articulation of what the service should ultimately look like in order to offer a model that is economically strong and compelling to end users.

It is recommended that reporting for Milestone 6b be altered to allow for the inclusion of a full 'operating manual' for providing these services that can be implemented by industry partners when ready to do so. This plan would capture all of the learning in preparing for the pilots and ensure that, when industry is ready to implement this model, none of this learning is lost. The plan would be prepared as a full 'specification' for conducting a 'one-stop' Rural Waste Services business model, regardless of which industry partner delivers it.



## 2. *Conclude the ROSE Oil Recycling Scheme Pilots:*

As noted in Section 3.3, the ROSE Oil Recycling Scheme pilots have progressed well and an apparent business case for wider rollout exists.

It is recommended that, as part of Milestone 6b reporting, these pilots be concluded and evaluated, and a full deployment plan be prepared, subject to the agreement of the industry partners. This would follow the format initially intended for Milestone 6b.

Both of these elements would be included in a Milestone 6b report to be provided to the Ministry for the Environment by 30 March 2018.

Then, at this stage, one of two things would happen:

### 1. *Industry execution of pilots:*

Ongoing dialogue would be pursued with Agrecovery and Envirowaste prior to the conclusion of Milestone 6b to determine whether any form of piloting activity is likely to take place prior to 30 June 2018. If this piloting activity bears sufficient resemblance to the business model developed under this project, the Project would take on the role of independently evaluating the pilots.

Milestone 6c, to be concluded by 30 June 2018 would then focus on an evaluation of the pilots undertaken and learnings from this process, as originally intended for Milestone 6b.

### 2. *Project conclusion:*

If pilots are not to be pursued in a meaningful way by industry in the timeframe allowed for, the Project would conclude with Milestone 6b.

In any case, it is intended that the Project will conclude prior to 30 June 2018, and project expenditure will be within the currently available budget.

One of the Key Deliverables for this Milestone is to provide a “Copy of correspondence with service provider showing pilot plan acceptance” Clearly this will be unable to be provided given the current status of the plans for the Agrecovery / Envirowaste Rural Waste Services Pilots. This proposed completion plan for Milestones 6b and 6c is presented as an alternative course of action to proceeding with the pilots as originally intended.

A proposal for this completion of the Project along these lines is included as Appendix 2.

## 3.2 AGRECOVERY / ENVIROWASTE RURAL WASTE SERVICES PILOTS PLAN (CURRENT SNAPSHOT)

The key changes to the pilots planned for November and December of 2017 were the dates and a more developed understanding of how service delivery would take place. As the dates were extended to April and May of 2018, considerable work went into ensuring the initial plans made would continue to work as intended and stakeholders continued to be supportive of the events and associated activities. Matamata-Piako District Council and Timaru District Council were contacted as key partners for the pilots, and both were satisfied with, and understanding of, the reasons for the delays. Both indicated a willingness to remain engaged with and support the pilots and the new pilot dates were endorsed.

In addition, a document was prepared and agreed to by Agrecovery and Envirowaste outlining the following commitments:

- The piloted services will closely follow the business model design articulated in Milestones 2 to 4 of the project.
- All aspects of the piloted services will be implemented in an economically sustainable manner.
- The piloted services will be customer-focused in terms of design, with a particular emphasis on minimising cost and maximising convenience.

All parties agreed that the pilots would meet the following specifications:

- Two pilots will be undertaken in April/May 2018 (and concluded prior to 31 May) one in Geraldine and one in Matamata. The events are very much tests only, and do not represent any commitment from any party to roll-out a service of any kind beyond the initial pilots.
- The events will be held on a Thursday in Geraldine and on a Friday in Matamata when the hosting transfer stations are closed to the public. Events will run from 10am to 4pm or by mutual agreement.
- Event drop-off facilities will be offered for:
  - Recently expired chemicals (including both those represented by Agrecovery brand-owners and those outside the scheme subject to regional council funding) booked in advance in accordance with Agrecovery's acceptance criteria and available funding.
  - Plastic chemical containers and drums as per the existing Agrecovery programme
  - Baleage and silage wrap (in pre-paid liners) and polypropylene bags
  - Used oil containers (subject to collection by ROSE)
  - Paint containers (subject to funding and contracting arrangements being finalised)
- In addition, on-farm collection will be offered for baleage and silage wrap (in pre-paid liners), subject to agreed minimum quantities and the payment of the collection fee.
- It is envisaged that two sizes of liners will be provided and sold via the Agrecovery website:
  - Large liners (approx. 1500L) can be dropped off at pilot events for free, subject to Envirowaste ability to gantry plastic).
  - Small liners (approx. 240L) can be dropped off at pilot events for free.
- On-farm collection will attract a flat fee for registrants, with a minimum of 4 large liners or 20 small liners.
- On-farm collections will be limited to a 30km radius of the pilot event location.
- All registration and payments will be done via the Agrecovery website in advance of the event. All waste streams will need to be registered by farmers before collection or drop-off.



- Events will be marketed as a 'pilot event' only, and no communication will imply that any aspect of the services provided are to be rolled out on a permanent basis.
- Events will be marketed publically through appropriate channels, but participation will be limited to 100 registrants per event, based around each event location.

The parties agree that they have the following responsibilities:

- The Project Team will:
  - Lead the planning and execution of the pilots.
  - Liaise with local Territorial Authorities to engage them as partners in the pilots as well as obtaining any approvals or consents required.
  - Seek funding for chemical collections from regional councils.
  - Fund a run of liners for soft plastics collection sufficient for the pilots. Agrecovery will reimburse the project for the actual cost of liners sold.
  - Receive all registrations and communicate with farmers about their registrations, and how events will work, in conjunction with Agrecovery.
  - Consolidate and provide details to Agrecovery and Envirowaste as to registered waste stream volumes.
  - Prepare, from registration information, 'check sheets' for registered farmers to enable waste streams to be checked off against registered information.
  - Provide on-site support on the day at events, including meeting farmers at arrival and providing check sheets as required.
  - Lead the design of business processes to support the development an online registration system for pilots.
  - Prepare a full marketing plan and cover the costs of marketing collateral and activities for the pilots.
  - Undertake independent evaluation of the events and ascertain customer satisfaction and feedback and report to Agrecovery and Envirowaste.
  - Support Agrecovery and Envirowaste in developing a post-pilot service implementation strategy, including broader marketing efforts.
- Agrecovery will:
  - Be the overall brand (alongside the local council) for the events in all marketing and publicity, and support such publicity and marketing.
  - Contract EnviroWaste for service provision for all listed waste streams (except oil containers and paint).
  - Provide funding to an agreed level for chemical collections for brands within the Agrecovery programme.
  - Lead the development of the Agrecovery website so that it can effectively act as an online registration system for all listed waste streams for drop-off and collection. Agrecovery will ensure this process is completed at least four months prior to the first event.



- Receive all payments from farmers and ensure all relevant parties are promptly paid for services/products, including ensuring the Project is paid for liners sold through Agrecovery.
- Ensure all event registrations are forwarded to the Project Team for processing.
- Prioritise and actively support the project team and Envirowaste in planning and executing the pilots.
- Envirowaste will:
  - Provide all logistics and undertake all collections and processing for listed waste streams (except oil containers and paint, unless subsequently contracted by Resene/PaintWise).
  - Oversee all operations for waste drop-off at the events, including checking all waste streams for unacceptable contamination and rejecting unacceptable waste.
  - Check received waste against pre-registered waste and ensure only registered wastes are accepted.
  - Record and report on waste volume data at events and on-farm collections and ensure this is provided electronically to the Project Team, including the ultimate end-point for all waste streams.
  - Ensure all waste streams are managed and processed responsibly, in a transparent manner and in keeping with industry best practice.
  - Ensure health and safety plans are in place and all health and safety requirements for the events and on-farm collection are met.
  - Undertake on-farm collections within seven days of the event in each area and manage communication with farmers for collections.
  - Ensure effective and competitively priced solutions are in place for the key waste streams identified above.
  - Assist in working with other providers (such as PaintWise and Fulton Hogan) to explore ways in which additional waste streams might be included in events.
  - Prioritise and actively support Agrecovery and the project team in planning and executing the pilots.

The updated implementation plans for the pilots are, therefore, as follows:

Description	Geraldine	Matamata
Date	Thursday 19 April 2018, 9am – 4pm	Friday 25 May 2017, 9am – 4pm
Location	Geraldine Transfer Station, 128 Te Moana Road, Geraldine	Matamata Transfer Station, Mangawhero Rd, Matamata
Waste types	Expired agricultural chemicals – all brands (per Agrecovery requirements) Plastic containers and drums (per Agrecovery requirements) Soft agricultural plastics in pre-purchased liners (per Agrecovery requirements) Oil containers Paint containers (TBC) Household rubbish and recycling (TBC)	

Description	Geraldine	Matamata
Waste handling requirements/ costs	<p>Chemicals:</p> <ul style="list-style-type: none"> <li>Chemicals will be received, managed on-site and disposed of by Chemwaste and the pilots will run in accordance with Agrecovery's typical regional chemical collections.</li> <li>In addition to brand funding, funding for legacy chemicals has been obtained from Waikato Regional Council.</li> <li>True North Consulting has been engaged by Agrecovery to develop a completely new process and system for managing chemical collections. It is envisaged that all or part of this new process will be implemented for the pilot activities. Key aspects of this new process include: <ul style="list-style-type: none"> <li>Greater efficiencies in customer communications.</li> <li>Improved monitoring and tracking of customer registrations.</li> <li>Greater access by Event Provider (i.e. ChemWaste) to the booking system to plan for service provision.</li> <li>A greater emphasis on drop-off of chemicals rather than on-farm collection, reducing transportation costs. Collections will continue to be promoted where there are health and safety concerns around chemical packaging.</li> <li>Improved tracking and reporting of chemicals collected.</li> </ul> </li> <li>Beyond available funding, disposal will be user-pays. Chemicals will be limited to those registered in advance and subject to volume limits. Once a final chemical 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.</li> <li>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.</li> </ul> <p>Containers/drums:</p> <ul style="list-style-type: none"> <li>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.</li> <li>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.</li> <li>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 Agrecovery website.</li> <li>Users with &gt;300 containers can secure an on-farm collection. More than four drums or one IBC will also be collected from farms directly by Envirowaste.</li> </ul>	



Description	Geraldine	Matamata
	<p>Soft plastics:</p> <ul style="list-style-type: none"> <li>Customers will need to pre-purchase plastic liners for soft plastics, or purchase them on the day if not done.</li> <li>An approximate cost of \$15 + GST for large liners is expected.</li> <li>Liners will hold approximately 17 wraps and weight approximately 20kg.</li> <li>Farmers can drop liners off for no additional charge or pay a flat collection fee of \$80 + GST if they have 4 or more large liners or 20 or more small liners.</li> <li>Farmers selecting for on-farm collection will be contacted by Envirowaste to confirm collection times, which will be within 48 hours of the pilot dates.</li> <li>Bags that are unacceptably contaminated will not be collected or received for drop-off.</li> </ul> <p>Oil Containers</p> <ul style="list-style-type: none"> <li>Farmers can bring in any lubricating oils, not antifreeze or other contaminants.</li> <li>Drop-off will be free.</li> </ul> <p>Paint</p> <ul style="list-style-type: none"> <li>It is intended that paint will be received by Chemwaste at events in conjunction with other hazardous wastes, primarily chemicals.</li> <li>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.</li> <li>The receipt of paint will be on a user-pays basis, with pricing to be confirmed by Chemwaste.</li> </ul>	
Registration requirements	<p>A detailed design specification for modifying the Agrecovery website for pilot registrations has been completed and supplied to Agrecovery. This is included as <i>Appendix 1</i>.</p> <p>In addition, the Communications Plan in Section 4 outlines how registrations will be advertised for and sought.</p> <p>Essentially, the process will be as follows:</p> <ul style="list-style-type: none"> <li>Information about the pilots and registrations will be made available in early 2018.</li> <li>Farmers will register on the AR website for the event and be advised if they have been selected to participate. 100 registrations per event will be allowed.</li> <li>Farmers will be allocated a time slot and advised the process for participation.</li> </ul> <p>Registrations will be validated manually to ensure participants are within appropriate catchment areas (30km of event location).</p>	

Description	Geraldine	Matamata
	<p>Participants will need to register for Agrecovery before registering for events or buying liners.</p> <p>The Agrecovery website already has a shop facility for purchasing user-pays stickers. Liners will be added on to this.</p>	
Participants	<p>100 farmers.</p> <p>Within 30km drive of event location, by invitation only.</p>	<p>100 farmers.</p> <p>Within 30km drive of event location, by invitation only.</p>
On-site personnel	<p>Envirowaste will have representatives on site to handle receipt and processing of all non-chemical wastes and manage traffic flow and customers.</p> <p>Agrecovery 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>Project representatives 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 Envirowaste with approval from Agrecovery and the Project Team.</p> <p>It is intended that the site will be set-up basically as follows:</p> <div data-bbox="550 1023 1104 1536" data-label="Diagram"> </div> <p>Both of the event locations support a set-up of this kind. It is intended that, following drop-off of waste streams included in the Agrecovery / Envirowaste service provision, participants will be able to cross the local transfer station weighbridge and dispose of other wastes such as household rubbish and recycling.</p> <p>Envirowaste requires sites to be stone-chip or tarseal, have ablutions, and a storage area. Both of the chosen event sites meet these requirements.</p> <p>Other requirements on site will be covered areas (gazebos), tables, chairs, traffic cones. All of these are to be provided by Envirowaste.</p>	

Description	Geraldine	Matamata
On-site signage	Re-usable Agrecovery branded signs are to be prepared, including: <ul style="list-style-type: none"> <li>• General location advice</li> <li>• Confirmation of acceptable waste streams</li> <li>• Comment about registration (and what to do if not registered)</li> <li>• Traffic directions</li> </ul>	
Traffic management	Councils have confirmed that traffic plans are not required for the selected sites.. Providing timed slots will ease traffic congestion.	
Health and safety plan	Envirowaste will undertake a full site assessment and prepare a HSE plan for each event.  Of key concern will be the handling of chemicals and paint on site, although the locations chosen are already handling these types of waste.  HSE plans will be agreed with Agrecovery, Envirowaste, Chemwaste and local councils.	
Waste measurement verification and billing	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.  These wastes will need to be recorded on paper and signed off, against the Agrecovery member number, then subsequently entered into the Agrecovery website database to track volumes and make subsequent participation in the event easier.  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'. Envirowaste will handle payments for any chargeable waste streams.	
Post-event waste removal	All wastes are to be removed within 24 hours of the event.  Envirowaste will use a shredder trailer unit for plastics and bale on site for removal, plus have additional bins available if required.	
Community promotion	Making some donation back to the community will encourage support and is a good PR move for Agrecovery.  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.  The basis for donations will need to be determined.	
On-farm Collection	Where farmers meet agreed thresholds for on-farm collection this will be organised by Envirowaste directly with the farmer during the week of the event.	
Pilot success criteria	In Milestone 2 report, options success criteria was determined.  Criteria determined to be of 'very high importance' were: <ul style="list-style-type: none"> <li>• Costs to farmers are minimal.</li> <li>• Business model ensures profitability and sustainability.</li> <li>• High farmer uptake is likely.</li> </ul>	

Description	Geraldine	Matamata
	<ul style="list-style-type: none"> <li>Any waste contamination can be dealt with easily.</li> <li>Waste volumes are assured or business model can cope with inconsistent volumes.</li> <li>All compliance requirements can be met.</li> <li>Business model is robust and well-conceived.</li> <li>Output markets are assured or business model can cope with inconsistent output markets.</li> </ul> <p>Criteria determined to be of 'high importance' were:</p> <ul style="list-style-type: none"> <li>Access to required capital is likely.</li> <li>All participants in supply chain in place are readily able to be secured.</li> <li>Large volumes of waste can be handled, or option is scalable.</li> <li>Waste is managed using higher levels of waste hierarchy (Reuse, recycling etc.)</li> </ul> <p>Criteria determined to be of 'moderate importance' were:</p> <ul style="list-style-type: none"> <li>Inconvenience and behaviour change requirement for farmers is minimal.</li> <li>Potential alignment with extrinsic or intrinsic drivers is strong.</li> <li>Multiple focus waste streams are handled.</li> <li>Farmers are aware of option or strong community support is present.</li> <li>Development requirements and timeframes are minimal.</li> <li>Waste can be managed from a wide geographical area.</li> <li>Provider has a strong track record.</li> </ul> <p>With these criteria in mind, project success criteria for the pilot is:</p> <ul style="list-style-type: none"> <li>Most waste streams can be dropped off for free, subject to existing Agrecovery criteria. Where waste is charged for, this is at a cost per kg or unit at least 20% lower than current available alternatives.</li> <li>The broad design and execution of the event is considered sustainable and economically viable by both Agrecovery and Envirowaste.</li> <li>High farmer participation for event is achieved. At least 80 participants in each location.</li> <li>Waste contamination levels are acceptable to Envirowaste and Agrecovery.</li> <li>Waste volumes received at the event and/or collected on-farm are substantial to justify service delivery (Agrecovery / Envirowaste to advise volumes), taking into account the restriction on pilot participant volumes.</li> <li>Waste volumes received at the event and/or collected on-farm are able to be dealt with in terms of volume without undue difficulty.</li> <li>All compliance requirements are met including territorial authority approval of Health and Safety and Traffic Management plans.</li> </ul>	

Description	Geraldine	Matamata
	<ul style="list-style-type: none"> <li>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.</li> <li>All supply chain participants for all waste streams are in place.</li> <li>Farmer feedback on event is generally positive and the event is seen as a convenient and cost-effective option.</li> <li>All planned waste streams are able to be collected or received.</li> <li>Participants come from a wide geographical distribution within the targeted area 30 minutes' drive from the event.</li> <li>Both Agrecovery and Envirowaste are willing to pursue a wider service rollout.</li> </ul>	
Event evaluation	<p>The Project team will 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"> <li>Suitability of event in terms of timing, location, and waste streams.</li> <li>Suggestions for improvement and likelihood of ongoing participation.</li> <li>Feedback on marketing methods used.</li> </ul> <p>Post-event evaluation will also be undertaken with Agrecovery and Envirowaste to determine the feasibility and attractiveness of pursuing this model.</p>	

### 3.3 EXPANDED ROSE OIL RECYCLING SCHEME DROP-OFF HUBS PILOTS

The New Zealand Rural Waste Minimisation Project has worked with Farmlands and Fulton Hogan in Canterbury to encourage farmers to participate in the ROSE Used Oil Collection Programme, which is a government accredited product stewardship scheme. ROSE was set up with the purpose of managing the collection of waste lubricating oils to be reused as an alternative fuel source. The scheme helps minimise the illegal discharge of oil and provides a sustainable end use.

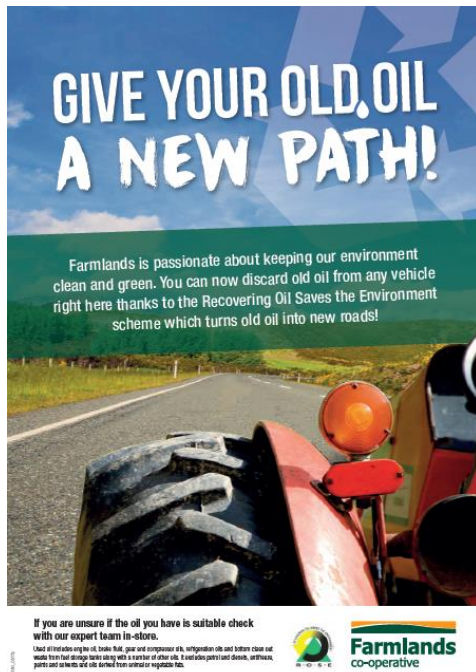


Fulton Hogan is consented to collect and use the oil as a burner fuel to heat aggregate in asphalt plants across the South Island. Disposing of used oil safely and in an environmentally friendly way is a challenge in rural communities where oil is in such frequent use on the farm. To assist with providing a sustainable option for waste oil disposal, the pilot programme is being trialled at the Leeston and Darfield Farmlands stores.

People have been encouraged to drop their used oil off at the Farmlands Leeston or Darfield stores in Canterbury. The programme started in June 2017. Locked containers were placed at each store for the used oil to be dropped off. The used oil is then collected by Fulton Hogan for recycling.

Acceptable used oil includes engine oil, brake fluid, gear and compressor oils, refrigeration oils and bottom clean out waste from fuel storage tanks along with a number of other oils. petrol and diesels, antifreeze, paints and solvents and oils derived from animal or vegetable fats are excluded.

The pilot was promoted via in store marketing material, stickers attached to oil containers, media and flyers distributed to the farming community via on farm advisers. Examples of the promotional material used follow:



In terms of pilot progress to date, the following is reported:

- Darfield Store - Fulton Hogan has emptied both Darfield Store used oil collection bins once and the store has assisted with the management of home collection for two x 200ltr on farm collections.
- Leeston Store - The Leeston store is focusing on growing awareness of the programme and there have been several drop offs. Fulton Hogan have not yet had to make a used oil collection.

To support the pilot, a number of media articles and promotions have been undertaken:

- <https://www.stuff.co.nz/business/farming/94423870/getting-rid-of-waste-oil-no-longer-a-problem-for-mid-canterbury-farmers>
- <https://www.farmlands.co.nz/NewsAndEvents/Promotions/ROSE-oil-project/>

The updated implementation plan for the pilots is as follows:

Description	Leeston	Darfield
Date	April 2017 to February 2018	April 2017 to February 2018
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 Farmlands customers in and around Leeston.	Open to all.  Marketing will particularly target Farmlands customers in and around Darfield.
On-site personnel and access	<p>Fulton Hogan has provided service and relevant health and safety training to Farmlands staff at each store.</p> <p>External marketing and in-store signage points customers towards the service.</p> <p>Staff are taking opportunities to promote the service and explain it to customers.</p> <p>Bins are locked and users request the key from Farmlands staff. This helps minimise contamination and increases opportunities for discussion of the service between staff and customers.</p> <p>Where customers have larger quantities of oil (&gt;200L) staff have been instructed to explain that Fulton Hogan can collect this from the farm at no cost to the farmer. This has already taken place several times.</p>	
Site set-up	<p>Two locked bins have been placed on each site.</p> <p>Both the pilot stores have sizable outdoor yards where the bins are located.</p> <p>660L wheeled bins are being used for ease of collection.</p>	
Health and safety plan	<p>Fulton Hogan 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"> <li>• Solvents</li> <li>• Petrol</li> <li>• Diesel</li> <li>• Antifreeze</li> <li>• Vegetable fats and oils</li> </ul> <p>Fulton Hogan advises that all pickups are checked prior to collection from site. Fulton Hogan will not accept contaminated oil. Should any contaminated oil be found, this will be isolated and Fulton Hogan will suggest an appropriate contractor to dispose of it.</p>	





Description	Leeston	Darfield
Waste collection	<p>Collection requests have been made by Farmlands staff to Fulton Hogan's 0800 number. Collections are undertaken within 48 hours.</p> <p>If volumes appear consistent as the pilots progress, then a routine collection schedule will be implemented either fortnightly or weekly.</p> <p>Farmlands will report (during the pilot period) to Fulton Hogan weekly as to container volumes received.</p> <p>Drivers will provide Farmlands staff with a docket noting the date and amount of waste oil collected.</p>	
On-farm Collection	<p>Farmers with larger volumes of waste oil (&gt;200L) will be able to contact Fulton Hogan 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"> <li>• The service model is sustainable as a free service to farmers and to Farmlands.</li> <li>• 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 (&lt;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.</li> <li>• Farmers interact with the service appropriately with minimal contamination or dumping of unacceptable wastes on site.</li> <li>• Fulton Hogan collects full bins within the stated timeframes.</li> <li>• Waste collected is able to be promptly and responsibly processed.</li> <li>• Farmer feedback on the service is positive and it is seen as a convenient and cost-effective option.</li> <li>• Both Fulton Hogan and Farmlands are willing to pursue a wider service rollout.</li> </ul>	

Description	Leeston	Darfield
Event evaluation	<p>The Project team will gather anecdotal feedback on acceptability of service from Farmlands 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"> <li>• Suitability of service in terms of location and process.</li> <li>• Suggestions for improvement and likelihood of ongoing participation.</li> <li>• Feedback on marketing methods used.</li> </ul> <p>Post-pilot evaluation will also be undertaken with Farmlands and Fulton Hogan to determine the feasibility and attractiveness of pursuing this model.</p>	

Based on the proposed plan for Milestone 6b, the intention with the Expanded Rose Oil Recycling Scheme Drop-Off Hubs Pilots is essentially to proceed with these as originally intended through February 2018 and conclude and evaluate the pilos at this stage. A full implementation plan will be prepared in conjunction with Fulton Hogan and Farmlands depending upon the outcome of the evaluation process.

This information would form a key element of Milestone 6b and would allow this pilot process to complete unaffected by changes to other aspects of the project.

### 3.4 COMMUNITY ORGANISATION ON-FARM COLLECTION UPDATE

During Milestones 4 and 5 of the Project, support was provided to a number of Community Organisations interested in pursuing on-farm rural waste collections. The Project offered strategic development support to these organisations to aid them in preparing service provision plans. At the conclusion of Milestone 5, an update was provided as to the status of ongoing dialogue with these organisations as follows:

Organisation	Status Following Milestone 5	Support Offer Response
Seagull Centre Thames	<p>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.</p> <p>This development would likely occur over the next 2 to 3 years.</p>	<p>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.</p> <p>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.</p> <p>No immediate support is sought.</p>

Organisation	Status Following Milestone 5	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.	WRRT stated that rural waste is on the mid to long term agenda.  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.  No immediate support is sought.
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.	IWK's manager has recently left the organisation and this opportunity has been handed to Kaikoura District Council.  No immediate support is sought.
CRew / Pou Whakaaro	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.  Such services would likely focus on recyclables, some plastics, paint and some chemicals.	CRew advise that they have been researching farm waste locally to determine where opportunities lie. Possible operational sites and logistics are being considered.  CRew consider the next stage is likely to be discussions with the Regional Council to determine if support is available.  CRew are keen to take advantage of any available business planning support, and this will be followed up shortly.
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.	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.  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.  No specific plans for providing business case development support have yet been finalised.

None of these organisations have taken up the offer of support during Milestone 6, but True North Consulting, as the Project Manager and lead consultant, has expressed a willingness to offer strategic support to these organisations in 2018 whether or not the Project proceeds.

Should Milestone 6b proceed, an update as to current status would be sought from these organisations and included in the Milestone 6b report.

The role of these organisations is considered critical in ‘filling in gaps’ in rural waste recycling service provision and they appear able to provide a more relationship-based model of service provision than larger for-profit organisations. The role of these community organisations in also providing community and educational support to encourage greater responsibility and activity in terms of rural waste recycling and diversion is also seen as an important part of the overall strategy to achieve the goals of this project.

### 3.5 FONTERRA SHARPS COLLECTION PILOT

As noted in previous Milestone reports, Fonterra has undertaken a trial of sharps collection with thirty farmers near Te Awamutu in the North Island. These farmers were provided with a small, secure sharps container.

A recent update from Fonterra advised the following:

- Thirty Fonterra farmers were supplied with containers suitable for needle storage. The containers were provided by Interwaste and jointly funded by Fonterra and the Waikato Regional Council at a cost of \$10 NZD per container. The containers are single-use and 1.4 litres in size. Initial estimations suggest that it would take approximately 5 - 10 years for a farmer to fill a container this size.
- The trial went well and the report showed that farmers have an interest in improving their rural waste management, however the logistics of the needle container collection and disposal proved challenging with food health and safety considerations.
- It will be hard to motivate farmers to use these long term and hand them in when sharps disposal was not the most important rural waste issue. A key example of why this issue was not deemed high-priority is that it could take up to 5 - 10 years to full a container with needles.
- We have been able to use the trial as a launch platform for further research in this rural waste area, however with strained resources and more prevalent on-farm issues we have decided to not move forward with a full Needle Disposal Scheme.

Fonterra has not elected to progress with this service provision based on the length of time it will apparently take farmers to fill the containers. Fonterra also noted that there were some concerns about “food health and safety”. While Fonterra may not see this service provision as logical for it to progress, they do note that farmers were engaged and, given the long time periods involved, it would be relatively for another service provider – perhaps Agrecovery and Envirowaste – to incorporate this service into its wider business model.

The cost of the containers for farmers is low and, if a reasonable disposal fee was charged, it is likely farmers would be willing to take the container to a Rural Waste Collection Event when full, every few years. This would be a small cost and effort compared to the advantages in having this waste streams effectively dealt with.

### 4.1 INTRODUCTION

The Communications Strategy prepared for Milestone 5 had, with the changes to the project made, been completely revised to reflect changes to the pilot structures and timeframes. This strategy and work plan aim to promote and support the Project and to advise on and incorporate the requirements for achieving long-term behavioural change. Cherry Red Consulting is engaged to manage this phase of the project.

The focus of this 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.

In December 2017, Agrecovery signalled that due to funding constraints in relation to the implementation of the pilots and their inability to fund the development and implementation of a soft plastics solution at the events they cannot continue to provide current levels of resource. At a meeting between Rowan Latham, Fraser Scott and Jackie Curtis it was decided that given the decision by Agrecovery there was insufficient certainty to continue with the pilots.

A supplementary communications plan (contained in Section 4.2) has been developed to manage communications to stakeholders around the decision not to roll out pilots. It is important that the communications around the pilots do not affect the ROSE pilots which have been very successful. To ensure we minimise this risk, the ROSE pilots are covered in this communications plan.

### 4.2 PILOT CONCLUSION – SUPPLEMENTARY COMMUNICATIONS PLAN

The objectives of this supplementary plan are:

- To ensure that key external audiences are aware that the pilots will not progress and the reasons for that.
- To maintain the reputation of partners involved in the project because of the decision to halt the pilots.
- To ensure future options for a pilot remain viable if practical at some stage in the future.
- To provide an update on the success of the ROSE pilot.

To date the external communications about the project have been kept minimal. As a result, there is not a significant awareness about the project beyond project partners, audiences interviewed as part of the work plan and potential suppliers. We will need to communicate directly with the following audiences:

- Project partners
- Communications database
- Potential suppliers

The key messages for communication are:

- The investigation phase of the rural waste minimisation project is now complete.



- This phase identified a significant appetite within the rural sector for effective rural waste management options.
- This phase identified a commitment from a variety of people involved in the sector to establishing effective rural waste management practices.
- Detailed exploration of available options identified that the sector does not yet have the capability to deliver on a pilot programme of events.
- As a result, the planned pilots have been placed on hold.
- We are very appreciative of the support from the sector and optimistic that we will be able to introduce a viable waste collection option in the future.
- The ROSE pilot is now complete, and this has been very successful. Farmlands have indicated that .....
- We have gathered together a significant amount of information that will be available if the pilots are rescheduled at a later stage.

The following work plan will be implemented once formal confirmation is received about the Ministry's decision about the pilots.

- Website - Draft a statement based on the above key messages for placement on the Environment Canterbury Rural Waste minimisation website.
- Direct Communication - Draft an email to all identified key stakeholders providing an update based on the key messages.

#### 4.3 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 to Milestone 5.

#### 4.4 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 30km 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 19 April 2018, 9.00 am – 4.00 pm Geraldine will host the first rural pop up recovery event at the Geraldine Transfer Station in Te Moana Road” OR
- “On Friday 25 May 2018, 9.00 am – 4.00 pm Matamata will host a rural pop up recovery event at the Matamata transfer station on Mangawhero Road”.
- “Don’t waste the future!”
- “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:** Preparation of Communications Collateral (Dec 2017)
  - During December the focus will be on establishing the following communication channels:
    - Website for registrations and sharing of information
    - Social media channels – Don't Waste the Future!
  - In addition, we will confirm the copy and design for all collateral. This will include:
    - Confirm the Q and A document so that we have agreed, clear messages and a clear outline of activities and requirements.
    - Information sharing collateral on how to store waste pre-event (posters, adverts, flyers)
    - Information sharing collateral on how to register for event
    - Information sharing collateral on how to prepare waste for drop off, including how to order liners, how to pack your vehicle etc.
    - Any other identified requirements
  - We will use photographs/illustrations/video to share our message, 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?"
  - The range of collateral produced during phase 1 will be for placement in store at selected outlets including the Timaru District Council 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 on farm technical advisers so that they can provide more detailed information on the project face to face with the farming community.
  - We have developed the tagline – Don't Waste the Future – to use on all collateral and social media. This is more engaging and user friendly than the current project name.
- **Phase 2:** Advertising event, encouraging registrations, ongoing preparations (Jan/Feb/March 2018)
  - Communications with farmers in Geraldine and Matamata will start in January 2018. The project will target all farmers in Geraldine and Matamata who farm within a 30 minute drive from the pop up event venues. Information prepared during phase 1 will be publicly released during this phase to targeted audiences.
  - The focus of communications during the January – March 2018 time frame will be on three aspects:
    - Ensuring the rural community know about the events and dates
    - Ensure the rural community know how to register for the events
    - Encouraging registrations



- We will share information that will let the rural community know about the events, provide visual tips on how they can start the “gathering and storage” process, inform them about waste streams that will be accepted at the event and tell them how to register for the pilot events.
- The information will be released using a variety of identified channels.
- General news articles on the project will be prepared for distribution to appropriate media.
- The AgRecovery website will be live at this point and registrations will be accepted on the website. (NB this is still not confirmed and is a key identified risk with the project dependent on this)
- Once participants have registered for the event, they will be vetted to ensure they meet geographic requirements and our communications focus will shift to the provision and sharing of very specific information with our invited database participants. This will include:
  - Dates
  - Times
  - Venues
  - Costs
  - Liner purchase and delivery
  - Waste management process
  - Donation selection
  - Other?
- If we require additional registration numbers during March 2018, we will also distribute communications 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. 12 Rural Waste Minimisation Communications Plan November 2017
- We will seek to identify high profile, well respected rural community leaders to act as spokesperson and talk about and promote the scheme during this time phase – endeavour to make it farmer led and acceptable.
- We will continue to share tips on storage for participation and to ensure the smooth running on the day.
- We will continue to use the media and engagement channels used during phase 1, but the message will expand to include registration requirements.
- *Geraldine Event*
- Timaru District Council have offered to assist with managing a pre-event Farm open day to help share information with the community about the pilot event. We would be able to talk to the rural community about how to store waste in preparation for the event, how to load the car ready for off load at the collection station and the type of waste that will be collected:
  - Soft Plastics
  - Hard Plastics
  - Chemicals
  - Paint
  - Oil

- (This opportunity is currently in the investigation phases and we will update this plan if the event is confirmed.)
- **Phase 3: Ongoing Preparation (April - May 2018)**
  - 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 (April – May 2018)**
  - 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 (June 2018)**
  - During June, 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.

#### *Timeframes and Actions*

Date	Action	Responsibility
December 2018	<p><i>Phase 1: Preparation of Communications Collateral</i></p> <p>Develop and pilot a range of information tools to support the events, encourage registrations, inform about the events, and share tips on storage.</p> <p>Collateral:</p> <ul style="list-style-type: none"> <li>• Q and A document confirming all details</li> <li>• Establish website and copy for registrations and information sharing</li> <li>• Establish social media channels</li> <li>• Complete communication material alerting community to event and illustrating storage techniques – posters, flyers, information sheets</li> <li>• Advert for community papers and sector group publications</li> <li>• Articles for community papers and sector group publications</li> <li>• Information sheet for on farm technical advisers and discussion groups</li> <li>• Information for inclusion on selected websites</li> <li>• Work with TDC on filming of a video for YouTube that shows how to pack and store waste. Reference the video in material.</li> </ul> <p>Other:</p> <ul style="list-style-type: none"> <li>• Start developing detailed information for use in phase 2.</li> <li>• Keep partners and governance group informed about progress</li> <li>• Work with TDC to investigate option for Farm Open Day and information sharing event in Geraldine.</li> </ul>	JC in association with FS and other participants

Date	Action	Responsibility
January 2018 – March 2018	<p><i>Phase 2: Advertising event, encouraging registrations, ongoing preparations</i></p> <p>Geraldine and Matamata:</p> <ul style="list-style-type: none"> <li>• Launch website for registrations.</li> <li>• Launch social media</li> <li>• Launch collateral using identified and appropriate channels.</li> </ul> <p>Collateral:</p> <ul style="list-style-type: none"> <li>• Communication material alerting community about how to register and what happens post registration – posters, flyers, information sheets</li> <li>• 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.</li> <li>• Update advert for community papers and sector group publications about registration process</li> <li>• Updated articles for community papers and sector group publications about registration process</li> <li>• Updated information sheet for on farm technical advisers and discussion</li> </ul> <p>Other:</p> <ul style="list-style-type: none"> <li>• Use community leader as spokesperson</li> <li>• Manage rural delivery drop of registration information</li> <li>• Commence gathering registrations and invitation database</li> <li>• Develop on site signage</li> <li>• Keep partners and governance group informed about progress</li> </ul>	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"> <li>• 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</li> <li>• Update flyers with detailed information for on farm technical advisers and discussion groups</li> <li>• Update articles for placement in appropriate sector publications to continue engagement</li> <li>• Update information placed on websites</li> <li>• Confirm all signage requirements</li> </ul> <p>Other:</p> <ul style="list-style-type: none"> <li>• Continue to seek additional registrations if numbers allow.</li> <li>• General news media targeted with stories (Seven Sharp, TV3, TV1, Print press) and invited to attend the event.</li> <li>• Draft proposed media Q &amp; A for use by spokesperson on the day</li> <li>• Develop the onsite questionnaire for feedback on the day</li> <li>• Keep partners and governance group informed about progress</li> </ul>	JC in association with FS and other participants
<p>Thursday 19 April 2018 - Geraldine</p> <p>Friday 25 May 2018 - Matamata</p>	<p><i>Phase 4: The Event</i></p> <ul style="list-style-type: none"> <li>• On site Research and Feedback</li> <li>• Manage media</li> <li>• Opportunities for TDC Councillors and Community board participation</li> </ul>	JC in association with FS and other participants

Date	Action	Responsibility
June 2018	<p><i>Phase 5: Post event</i></p> <p>During June, we will carry out post event communications providing participants with feedback and thanks.</p> <p>Collateral:</p> <ul style="list-style-type: none"> <li>• Newspaper ads thanking participants and detailing how much waste was gathered</li> <li>• Articles thanking participants and detailing how much waste was gathered and other information of interest for sector publications</li> <li>• 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</li> <li>• Updated general news story on event success and charitable donation</li> </ul> <p>Other:</p> <ul style="list-style-type: none"> <li>• Request feedback on communications through discussion groups.</li> <li>• Prepare project report</li> </ul>	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)	\$1,300
Print costs three phase x 1000 posters, flyers	\$1,500 (seeking sponsorship for shortfall)
Advertising costs three phase	\$2,000
Signage (will be available for ongoing use at future events)	\$1,000
<b>TOTAL</b>	<b>\$5,800</b>



### *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:

<b>Risk</b>	<b>Mitigation Strategy</b>
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 taken 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.

#### 4.5 EXPANDED ROSE OIL RECYCLING SCHEME DROP-OFF HUBS PILOTS

The communications strategy *objective* for Expanded ROSE Oil Recycling Scheme Drop-Off Hubs pilots detailed in Milestone 5 remains unchanged, with a simple extension of the pilots into 2018.



## APPENDIX 1 – AGRECOVERY WEBSITE MODIFICATION SPECIFICATION

This specification has been prepared to guide modifications to the Agrecovery website ([www.agrecovery.co.nz](http://www.agrecovery.co.nz)) for the purposes of this website acting as the portal for the rural waste collection event pilots being undertaken in April and May, 2018. While the modifications are specific to the pilot events, it is intended that the logic and customer-facing process for registering for the events will form the basis of permanent modifications to the website and processes as already envisaged by Agrecovery.

### Agrecovery Landing Page - <http://www.agrecovery.co.nz/>

- Suggested temporary call-out in top-line section as indicated below:



- Text: "DON'T WASTE THE FUTURE! Find out about the New Zealand Rural Waste Minimisation Project"
- Link to: <http://www.agrecovery.co.nz/ruralwasteproject/>

### Project Landing Page - <http://www.agrecovery.co.nz/ruralwasteproject/>

- Header: New Zealand Rural Waste Minimisation Project – "DON'T WASTE THE FUTURE!"
- Text:

The New Zealand Rural Waste Minimisation Project is all about finding ways for the rural community to better manage their on farm waste like soft plastics, old chemicals and used oil.

It is an exciting pilot project based on collaboration between the rural community, regional and district councils, industry representatives, Ministry for the Environment and others. To find out more about the project background visit ECAN's project page (Link: <https://www.ecan.govt.nz/your-region/your-environment/waste-and-hazardous-substances/new-zealand-rural-waste-minimisation-project/>)

Two pilot projects will be held in 2018 – one in Geraldine (Link: <http://www.agrecovery.co.nz/ruralwasteproject/geraldine/>) and one in Matamata (Link: <http://www.agrecovery.co.nz/ruralwasteproject/matamata/>). The pilots will provide a one stop shop for dropping off your rural waste in an efficient, safe and managed way – Don't Waste the Future!

Waste eligible for drop off will include:

- Recently expired chemicals as per the existing Agrecovery programme.
- Plastic chemical containers and drums as per the existing Agrecovery programme.

- Baleage and silage wrap (in pre-paid liners) and polypropylene bags.
- Used oil (Geraldine only).
- Used paint (TBC).
- Other waste streams such as household rubbish and recycling (TBC).

The pilots are being held so we can complete a “live” test of what works and what needs tweaking. This information gathered will feed into the development of long term and permanent solutions. This is your chance to vote on future waste management options! Don’t miss the opportunity.

We are also providing you with the option of having your hard and soft plastic waste picked up from your property. This option will only apply to large quantities of waste (minimum of four large or twenty small soft plastic liners). A collection fee will be charged. Envirowaste will pick waste up within 1-2 days of the pilot event. You can find out more about the terms and conditions on the pilot registration page.

You will need to register for the events here (Link: <http://www.agrecovery.co.nz/ruralwasteproject/register/>) if you want to participate and you will need to ensure your waste is stored and prepared properly for drop off. You can find out how to do that here (Link: <http://www.agrecovery.co.nz/ruralwasteproject/tips/>).

To find out more or to participate in the events – read on!

Following the pilots the information gathered will be used to investigate longer term solutions for managing rural waste in effective and environmentally friendly ways.

Find out more about the project on Facebook (Link: <https://web.facebook.com/dontwastethefuture>).

The pilots are undertaken with the generous support of:

- Environment Canterbury (Link: <https://www.ecan.govt.nz/>)
- Waikato Regional Council (Link: <https://www.waikatoregion.govt.nz/>)
- Canterbury Waste Join Committee (Link: <https://www.ecan.govt.nz/your-region/your-environment/waste-and-hazardous-substances/canterbury-waste-joint-committee/>)
- Ministry for the Environment (Link: <http://www.mfe.govt.nz/>)
- Timaru District Council (Link: <https://www.timaru.govt.nz/home>)
- Matamata-Piako District Council (Link: <https://www.mpdc.govt.nz/>)
- WasteMINZ (Link: <https://www.wasteminz.org.nz/>)
- Agrecovery
- EnviroNZ (Link: <http://www.environz.co.nz/>)
- ROSE (Link: <http://rosenz.co.nz/>)
- Fulton Hogan (Link: <http://www.fultonhogan.com/>)



- Header: Geraldine Rural Waste Event Pilot – 19 April, 2018
- Text:

The Geraldine Rural Waste Pilot will be held on Thursday 19 April 2018 from 10.00 am – 4.00 pm. The event is provided in partnership with Timaru District Council (Link: <https://www.timaru.govt.nz/home>).

The collection point for rural waste will be:

Geraldine Transfer Station

Te Moana Road

GERALDINE

To participate in the pilot, you will need to register. 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. Only registered and approved participants will be allowed to attend the event.

When you register you will be asked to provide a preferred time for drop off. We will endeavour to meet these preferences, but time slots will be allocated on a first come first served basis.

You can also elect to have some plastics picked up from your property. This only applies to hard and soft plastics in large quantities (minimum 4 large liners or 20 small liners). Collection will be completed by Envirowaste within 1 -2 days of the pilot event taking place.

Following registration, 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 drop off waste at the event.

Waste eligible for drop off will include:

- Recently expired chemicals as per the existing Agrecovery programme.
- Plastic chemical containers and drums as per the existing Agrecovery programme.
- Baleage and silage wrap (in pre-paid liners) and polypropylene bags.
- Used oil.
- Used paint (TBC).
- Other waste streams such as household rubbish and recycling (TBC).

To find out how to collect, store and manage your waste for drop off visit our handy tips page here (Link: <http://www.agrecovery.co.nz/ruralwasteproject/tips/>).

Residents within the following catchment area are eligible to participate in the pilot project.

(Insert Map once confirmed with Envirowaste)

You can register here (Link: <http://www.agrecovery.co.nz/ruralwasteproject/register/>).

- Header: Matamata Rural Waste Event Pilot – 25 May, 2018
- Text:

The Matamata pilot will be held on Friday 25 May 2018 from 10.00 am – 4.00 pm. The event is provided in partnership with Matamata-Piako District Council (Link: <https://www.mpd.govt.nz/>).

The collection point for rural waste will be:

Matamata Transfer Station

Mangawhero Road

MATAMATA

To participate in the pilot, you will need to register. 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. Only registered and approved participants will be allowed to attend the event.

When you register you will be asked to provide a preferred time for drop off. We will endeavour to meet these preferences, but time slots will be allocated on a first come first served basis.

You can also elect to have some plastics picked up from your property. This only applies to hard and soft plastics in large quantities (minimum 4 large liners or 20 small liners). Collection will be completed by Envirowaste within 1 -2 days of the pilot event taking place.

Following registration, 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 drop off waste at the event.

Waste eligible for drop off will include:

- Recently expired chemicals as per the existing Agrecovery programme.
- Plastic chemical containers and drums as per the existing Agrecovery programme.
- Baleage and silage wrap (in pre-paid liners) and polypropylene bags.
- Used paint (TBC).
- Other waste streams such as household rubbish and recycling (TBC).

To find out how to collect, store and manage your waste for drop off visit our handy tips page here (Link: <http://www.agrecovery.co.nz/ruralwasteproject/tips/>).

Residents within the following catchment area are eligible to participate in the pilot project.

(Insert Map once confirmed with Envirowaste)

You can register here (Link: <http://www.agrecovery.co.nz/ruralwasteproject/register/>).

- Header: Handy Storage Tips and Hints – Don't Waste The Future!
- Text:

#### *Soft Plastics*

Soft plastics will be managed by Agrecovery through EnviroNZ (Link: <http://www.environz.co.nz/>).

All soft plastics will need to be in an approved and pre purchased liner. You can find out how to purchase liners on the registration page (Link: <http://www.agrecovery.co.nz/ruralwasteproject/register/>).

(Advisory text to be provided by EnviroNZ).

(Imagery for this page currently under development).

#### *Plastic Containers and Drums*

Plastic containers and drums will be managed by Agrecovery through EnviroNZ (Link: <http://www.environz.co.nz/>).

(Advisory text to be provided by Agrecovery).

(Imagery for this page currently under development).

For more information on this programme, visit (Link: <http://www.agrecovery.co.nz/programmes/container-recycling/>).

#### *Recently Expired Chemicals*

Recently expired chemicals will be managed by Agrecovery through EnviroNZ (Link: <http://www.environz.co.nz/>).

(Advisory text to be provided by Agrecovery).

(Imagery for this page currently under development).

For more information on this programme, visit (Link: <http://www.agrecovery.co.nz/programmes/chemical-disposal/>).

#### *Waste Oil (Geraldine Only).*

The collection of used oil will be managed in conjunction with ROSE, or Recovering Oil Saves the Environment scheme (Link: <http://rosenz.co.nz/>)

The used or waste oil must be in a sealed container.

Used oil includes engine oil, brake fluid, gear and compressor oils, refrigeration oils and bottom clean out waste from fuel storage tanks.

Petrol and diesels, antifreeze, paints and solvents and oils derived from animal or vegetable fats are NOT eligible for drop off.

Fulton Hogan will manage the collection of used oil and is consented to use the used oil as a burner fuel to heat aggregate in asphalt plants.

Farmers in the Selwyn District, Canterbury can also drop off used oil at the Farmlands stores in Darfield and Leeston.

ROSE was set up with the purpose of managing the collection of waste lubricating oils to be reused as an alternative fuel source. The scheme helps minimise the illegal discharge of oil and provides a sustainable end use.

The Government Accredited ROSE Used Oil Collection Programme promotes and supplies the collected used oil into consented end use activities.

(Imagery for this page currently under development).

Paint (TBC)

(Advisory text to be provided by EnviroNZ).

(Imagery for this page currently under development).

Other

(Advisory text to be provided).

(Imagery for this page currently under development).

Packing your vehicle for drop off

(Advisory text to be provided).

(Imagery for this page currently under development).

**Registration Page** - <http://www.agrecovery.co.nz/ruralwasteproject/register/>

- Header: Register for the Geraldine or Matamata Pilot Rural Waste Event
- Text:



Please note:

Registrations are not valid until validated and approved. Once your registration is received, we will check your locations and registered information and advise you whether or not your registration has been accepted.

Registrations are only open to residents within the boundaries noted on the pilot information pages – please check you are within the boundaries noted on the map for your area – Geraldine (Link: <http://www.agrecovery.co.nz/ruralwasteproject/geraldine/>) or Matamata (Link: <http://www.agrecovery.co.nz/ruralwasteproject/matamata/>). Please do not register if you are not within the indicated boundary.

Participants must register with or be an Agrecovery member in order to participate. This process is quick, free and simple and does not commit participants to participate in any other Agrecovery services.

Once registration is complete, you will be notified that your details have been received and are being checked. Once checked you will be advised as to whether or not you have been accepted, and what wastes you may bring to the event. Only registered wastes can be accepted on the day.

Some wastes will attract costs, whereas some will be able to be received without charge. If your registration is accepted, we will advise costs based on the amount and types of waste you wish to dispose of.

#### *Step 1: Login or Register as an Agrecovery Member*

If you are already an Agrecovery member, please enter your Member Number and Password here: (Provide login boxes. If verified member, carry member number information through to Step 2).

If you are not an Agrecovery Member, please register here: (Add in data fields as per <http://members.agrecovery.co.nz/member.aspx>.)

(Once registration or login is complete, return to this section and display Member name and number, with a 'tick' beside the heading above showing this step has been concluded. All steps should show on a single page and expand when being completed, then show a 'tick' as each is satisfactorily concluded).

#### *Step 2: Select Pilot Event and Desired Timeslot*

Which pilot event do you wish to register for – Geraldine (April 19) or Matamata (May 25)? (Provide dropdown box or tick boxes to make selection. Enter into Member database field Pilot\_Location).

What time would you like to drop-off waste? We are dividing the time for the pilot into fifteen minute slots, and will allow four participants per slot to ensure smooth traffic flow and minimal waiting times. Please indicate your top three preferred slots. If none of these are available, we will contact you to select another time. (Provide three drop-down boxes for preferred times in 15 minute intervals from 1000 to 1545. Enter into Member database fields Pilot\_Pref\_Time1, Pilot\_Pref\_Time2 and Pilot\_Pref\_Time3. Once the event is selected above, these fields will need to refresh to show available times, and times will need to be able to be disabled once full).

### Step 3: Indicate Wastes for Disposal

We'd like to get an idea of the types of waste you'd like to get rid of. If your registration is accepted, we'll seek more detail from you on volumes.

I'd like to dispose of:

(Provide tick boxes as follows:)

- Recently expired chemicals. (Enter into Member database field Pilot\_Chemicals\_Ind)
- Plastic chemical containers or drums. (Enter into Member database field Pilot\_Containers\_Ind)
- Baleage wrap, silage wrap or polypropylene bags. (Enter into Member database field Pilot\_Softplastics\_Ind. If this is selected, provide subsequent question and tick-box: 'I'd like to have this collected from my property rather than transporting it to the event myself'. Enter into Member database field Pilot\_Softplastics\_Collection\_Ind).
- Used oil (Enter into Member database field Pilot\_Oil\_Ind).
- Used paint (Enter into Member database field Pilot\_Paint\_Ind).
- Household rubbish or recycling (Enter into Member database field Pilot\_Household\_Ind).

### Step 4: Register

Once you've checked all your information and are happy with it, click the 'Register' button to submit your registration (Provide 'Register' button to submit registration).

You'll receive an email confirmation shortly, then we will be in touch to confirm your registration, typically within 2 working days. We will then provide a link for you to give us more information to ensure the event runs smoothly and we can provide the very best service.

Thanks for not wasting the future!

(Automatic email goes to Member indicating registration is received and we will be in touch within 2 working days to confirm acceptance. Automatic email sent to [fraser@tnc.co.nz](mailto:fraser@tnc.co.nz) with all registration details for checking). Enter 'Yes' into Member database field Pilot\_Registered).

### Acceptance Process

- When emails are received, properties will be checked to ensure they are within collection areas.
- Timeslots and waste streams will be noted in a spreadsheet to allow tracking and management of this information.
- Agrecovery will be notified, or access will need to be provided to the Agrecovery database to the Project Team, to allow editing of two Member database fields:

- Pilot\_Accepted: Yes or No
- Pilot\_Time\_Allocated: Time slot as per registration
- An additional Member database field (Pilot\_Booked) will be set to No.
- An email will be sent to the participant notifying acceptance or non-acceptance, with a link to the Handy Tips page and a link to the Event Booking Page. We will also list the information that participants will need to have ready when they book to enable a smooth process. This may be as a printable PDF attached to the email.

**Event Booking Page - <http://www.agrecovery.co.nz/ruralwasteproject/booking/>**

- Header: Complete Booking for the Geraldine or Matamata Pilot Rural Waste Event
- Text:

Please enter your Agrecovery Member login and password (Provide login boxes. Verify membership and acceptance to one or other pilot. Provide feedback if not verified or accepted. Load and display pilot location and timeslot allocated).

Congratulations on being accepted for the (Pilot\_Location) Rural Waste Pilot Event. We've allocated you the timeslot of (Pilot\_Time\_Allocated).

During this booking process we'll need to get some details from you so we can help you prepare to dispose of your waste and ensure a smooth and easy experience on the day. Make sure you check our Handy Tips page (Link: <http://www.agrecovery.co.nz/ruralwasteproject/tips/>) to ensure you know how to prepare for the event.

Important Note: As the event is a pilot, you will have only one chance to register wastes for collection, and only registered wastes will be accepted on the day. Please ensure you take your time and complete this process carefully, as you will not be able to add information once the Booking is submitted.

(As with the registration page, each of the following steps will be shown on a single page and expand as required to enter information. Once the section is completed it should be marked with a tick and shrink back to only show the heading. Completion out of sequence is permitted. Editing is permitted until the Booking is submitted. The process should be able to be saved and returned to.

*Step 1: Recently Expired Chemicals*

(This process is separately in development by Agrecovery and will appear here as with any other collection event. The collection event attached to the Pilot will be given a unique identifier and only be open to registered participants).

## Step 2: Containers and Drums

Containers must be:

- Plastic, 0-60 litres in size, with lid removed
- Free from chemical residue and dirt inside and out – triple rinsing is required and the container must be well drained

All containers are inspected before they can be accepted to ensure the health and safety of site and processing staff, and to ensure plastic is not contaminated for recycling.

Only containers from participating brand owners are free to recycle. Non-‘brand-owner’ containers require a sticker to be purchased (\$2.30 + GST each) and affixed to the container to allow drop-off. Look for the Agrecovery logo on the pack or check the brand owner listing (Link: <http://www.agrecovery.co.nz/wp-content/uploads/2017/07/AG-Brand-Owners.pdf>). Please leave the label on for identification at the collection site.

Approximately how many ‘brand owner’ containers do you plan to bring to the pilot event? (Provide quantity bands e.g. 0, 1 – 20, 21 – 50 etc. Enter into Member database as Pilot\_Containers\_Brand\_Quantity. If number is greater than 300, advise that an on-property collection is available and ask whether this would be preferred. Enter into Member database as Pilot\_Containers\_Collection).

Approximately how many non-‘brand owner’ containers do you plan to bring to the pilot event? (Provide quantity bands e.g. 0, 1 – 20, 21 – 50 etc. Enter into Member database as Pilot\_Containers\_NonBrand\_Quantity. Provide pop-up to allow customers to select stickers and add to cart as per <http://members.agrecovery.co.nz/PurchaseList.aspx>. Notify customers that if they do not purchase stickers, non-brand-owner containers will not be accepted).

Drums/IBCs must be:

- Plastic or steel, 61L – 1000L in size, with bung left in
- Free from chemical residue and dirt inside and out – the drum/IBC must be well drained after rinsing

Only drums/IBCs from participating brand owners are free to recycle. Look for the Agrecovery logo on the drum or check the brand owner listing (Link: <http://www.agrecovery.co.nz/wp-content/uploads/2017/07/AG-Brand-Owners.pdf>). Please leave the label on for identification.

To make a booking we will need to know the brand owner, size and quantity of each drum or IBC to be collected. Collection is free for items from participating brand owners. Drums and IBCs from non-participating brand owners will require payment of a collection fee at time of booking.

All drums and IBCs must meet Agrecovery Acceptance Criteria, including being empty and triple rinsed.

How many drums or IBCs would you like to arrange to be collected? (Enter into Member database as Pilot\_Drums\_Quantity. Agrecovery to advise how they would like collections to be organised).

### Step 3: Soft Plastics

(EnviroNZ to provide acceptance criteria and acceptable waste types).

All soft plastics must be dropped off or collected in an Agrecovery liner, which you can purchase here. Liners are available in two sizes – Large (1,500L) and Small (240L). Either size liner can be dropped off for free at the event, or you can arrange an on-farm collection.

In order to access an on-farm collection, a minimum of 4 Large liners or 20 Small liners is required. A flat collection fee of \$80 + GST is payable. Subject to the minimum collection quantity, you can have as many liners as you like collected for this fee. Collections will be undertaken by EnviroNZ within 48 hours of the pilot event and you will be contacted by phone to confirm collection location.

Do you wish to dispose of agricultural soft plastics in the pilot? (Enter into Member database as Pilot\_SoftPlastics\_Participate. If no, mark section as complete, otherwise provide link as below.)

Click to purchase liners for soft plastics. (Provide pop-up for purchase of liners. Add liner cost to cart for check-out at conclusion of booking. Return to Step 3 once liners added to cart. Enter into Member database as Pilot\_SoftPlastics\_LargeLiners and Pilot\_SoftPlastics\_SmallLiners. Also ask 'Would you like to arrange collection of your liners from your property?'. If yes, add \$80 collection fee on. Ask for details as to where waste is likely to be stored. Enter into Member database as Pilot\_SoftPlastics\_CollectionPurchased and Pilot\_SoftPlastics\_CollectionLocation).

### Step 4: Other Wastes

#### Used Oil (Geraldine Only)

Used or waste oil must be in a sealed container. Used oil includes engine oil, brake fluid, gear and compressor oils, refrigeration oils and bottom clean out waste from fuel storage tanks. Petrol and diesels, antifreeze, paints and solvents and oils derived from animal or vegetable fats are NOT eligible for drop off.

If you have over 200L of used oil, arrangements can be made to collect this from your property without charge by Fulton Hogan.

Approximately how much used oil do you have to dispose of? (Provide drop-down with quantity bands - 0, Less than 20L, 21 – 60L, 61 – 100L, 101 – 200L, Over 200L. If greater than 200L advise customer to call 0800 263 645 to arrange a collection. Enter into Member database as Pilot\_Oil\_Quantity).

#### Household Wastes

(For Geraldine)

A range of additional wastes can be dropped off at the Geraldine Transfer Station, including rubbish, recyclables, organics and some domestic hazardous wastes.

For full details, see (Link: <https://www.timaru.govt.nz/services/environment/waste-minimisation/transfer-stations/geraldine-transfer-station>).

For fees and charges (payable on the day at the Transfer Station) see (Link: <https://www.timaru.govt.nz/council/publications/fees-and-charges/waste-minimisation>).

(For Matamata - TBC)

A range of additional wastes can be dropped off at the Matamata Transfer Station, including rubbish, recyclables and organic wastes.

For full details and fees, see (Link: <https://www.mpd.govt.nz/our-facilities/transfer-stations>).

(For both)

To enable us to plan effectively for the day, can you please give an indication of the types of waste and quantities you would likely bring in on the day for disposal at the Transfer Station. (Provide text field to enter information as required. Enter into Member database as Pilot\_OtherWastes\_TypeQuantity).

Paint

(Content to be added subject to confirming arrangements).

#### *Step 5: Booking Confirmation*

(Only allow confirmation once all sections are completed).

Please take your time to ensure all the information is correct. You can return to this booking if need be by returning to <http://www.agrecovery.co.nz/ruralwasteproject/booking/> and logging in – your entered information will be saved. (Ensure this functionality is provided). Once the booking is submitted, however, waste streams cannot be added or edited.

If you have added items to the shopping cart, these will need to be paid for before the booking is submitted. (Provide link to shopping cart and ensure items are paid for before proceeding, If items are removed, ensure quantities in each section are revised and section is marked uncompleted before proceeding).

Once the booking is submitted you will receive an email with an Inventory showing the waste streams you have booked and paid for. You will not be able to add additional wastes, other than those directly handled by the Transfer station. Please print and bring your Inventory on the day.

(Provide 'Submit Booking' button to submit booking. Enter into Member database as Pilot\_Booking\_Submitted).

Thank you for submitting your booking. Your inventory email and receipt should arrive shortly. (Emailed Inventory and Receipt PDFs sent. Copies to Agrecovery admin and [fraser@tnc.co.nz](mailto:fraser@tnc.co.nz). Information checked and enquiry to Member if necessary. If on-farm collection required, copy sent to EnviroNZ including Member details).

If you have requested an on-farm collection, you will be contacted by EnviroNZ within 2 to 3 days of the pilot event to confirm collection time and arrangements.

If you have purchased soft plastics liners, these will be couriered to you within the next 2 – 3 working days.

