

Report to: Auckland City Council, March 2006

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An Overview of the Activities of the Waste Resource Trust – Educating our Community

Background and history

The Waste Resource Trust is a Waiheke Island based community organisation which seeks to involve our community in reducing waste. It was set up in 1998 by a group of volunteers with these objectives:

- 1) To undertake projects and programmes, which maximise resource recovery and zero-waste practices on Waiheke.
- 2) Provide the Waiheke community with information and education to make ethical, effective and powerful decisions in respect of waste management.
- 3) Undertake and generate initiatives for the benefit of the people and the environment.
- 4) Provide training to assist people on Waiheke to gain meaningful employment and small business opportunities in resource recovery and innovative waste management consultancy.

The following outlines our organizational history and explains the separation of our operations and education activities:

1988/89 - The Waiheke County Council decided to close the local landfill and use the Auckland Isthmus landfills. In order to reduce the costs of landfill disposal the County introduced kerbside recycling and a green waste composting procedure. Unfortunately these waste diversion programmes progressively deteriorated after the County was amalgamated with Auckland City Council (ACC) in late 1989.

1998 - Frustrated by the lack of effective waste diversion programmes local residents formed the **Waiheke Resource Trust** (WRT) to encourage and promote community responsibility for better management of waste and conservation of the Island's resources.

1998/1999 - the WRT carried out an audit of the domestic waste stream to establish the level of recyclables contained in this waste flow. They followed this study with a survey of community attitudes towards waste disposal.

Conclusions from these two projects were:

(i) that the community strongly favoured kerbside recycling and
(ii) kerbside domestic recycling in conjunction with a kerbside refuse collection was a practical and economically viable option for the domestic waste stream.

1999/2000- Using community consultation processes with local residents ACC developed the Waiheke Waste Management Plan. The plan set targets for waste reduction over the next four years and encouraged active community participation in all the Island's waste issues.

2000 – WRT sought the assistance of CBEC, a Kataia community based organisation with established waste management skills, to jointly propose to ACC a five year pilot project to manage the island's waste collection, recovery and waste minimisation programmes.

ACC rejected the proposal and elected to call tenders for three separate contracts for the entire island's waste management needs.

July 2001 – Clean Stream Waiheke Ltd formed as a joint venture of WRT-CBEC was awarded the Waiheke waste collection and transfer station management contracts for the next 7 years.

March 2002 – With funding from Zero Waste NZ Trust and ACC the WRT starts a concerted education campaign on waste minimization and recycling targeting schools, businesses and the community.

The objectives of the education programme are:

- To promote and encourage sound waste reduction practices within Waiheke by persuading both residents and visitors to acknowledge that waste generation is a problem to which they can find a solution.
- To develop a model for small community waste reduction practices that are consistent with the intentions of New Zealand Waste Strategy and meet or better the target of 10% per annum sought in the Waiheke Waste Management Plan.

Educating the community – What we do

In March 2002 the Waste Resource Trust employed two part time educators. The educator's main tasks have been to try to change the norms of behaviour – or social norms – of the people in our community. That means we are trying to create a climate where it is **normal** to reduce waste and where it is **not** normal to throw your recycling in the rubbish or produce lots of waste.

The education programme targets separate sectors of the community in an effort to engage everyone in waste minimisation behaviour. The three that the WRT

has mainly concentrated on are **businesses, schools and the community** (including community groups and the visitor population) and each sector requires different strategies and activities.

Schools

There are roughly 1000 children attending the three schools on Waiheke Island. The WRT actively promotes environmental education at the schools and early childhood education facilities on the island. Activities within this sector have included:

- Setting up an enviro-schools committee at Te Huruhi Primary School (2002)
- Working with volunteers to coordinate a waste awareness week at Te Huruhi Primary school (2002)
- Setting up paper recycling at Te Huruhi (2004)
- Conducting a waste audit at the school with the help of student and parent volunteers (2002)
- Junk to Funk workshops and activities at Te Huruhi and Waiheke Primary school as well as after school workshops at Waiheke High School (2003,2004,2005 and scheduled for 2006)
- Organising recycling separation systems at Te Huruhi with the caretaker and staff (2003, 2004)
- A waste awareness week at Waiheke High School (2004)
- WRT staff have worked with the teachers at the High School to encourage them to include environmental education in all their curriculum areas. Researching and sourcing resources has been a big part of this exercise. (2004,2003)
- WRT educators have worked with teachers in years 7 and 8 on environmental and waste minimisation education (2004,2005)
- WRT staff have worked with the high schools' specialist consultants from Team Solutions to enter the school in the enviro-awards assessment. (2003, 2004)
- WRT educators have worked with Waiheke Kindergarten and the Waiheke Community Childcare Centre to talk to the children about recycling. (2002,2003,2004,2005)
- WRT staff have actively promoted edible garden concepts at each of the five early childhood education centres including organising workshops with Christchurch edible gardens speaker Lily White (2004)
- A one term focus on 'reduce re-use recycle' for years 1-3 at Te Huruhi Primary school culminating in a visit to the transfer station for 250 children and 50 parents. (2005)
- Transfer station visit from Waiheke Primary School year 5 and 6 students (30 children and 7 adults) which resulted in the children contributing their ideas to the transfer station upgrade. (2005)

- Setting up Bokashi composting systems for Nga Purapura Akoranga – the bilingual unit at Te Huruhi Primary school (2004, 2005)
- Setting up Bokashi composting systems at Waiheke Primary School (2005)
- Setting up a Bokashi composting trial for the science department at Waiheke High School (2004)

Te Huruhi Primary School

Our initial work focused on Te Huruhi Primary school which - when we started in 2002 – was the only primary school on the island and had a role of 600 students. Our two-year effort to introduce the enviroschools programme to the school eventually hit an impasse at the end of 2003 when it became apparent that the school management and the majority of the teaching staff were not supportive of the programme.

Despite this, every year since 2003 the children at Te Huruhi have participated in workshops run by our volunteers to create wearable items from waste as part of our Junk to Funk Recycling in Action annual event. In 2003, 150 children were involved in the workshops; in 2004 around 300 children participated and last year 400 children got involved in the workshops.

The Junk to Funk project has given us an entry into the school that has proved invaluable. Every year for the last three years we have been able to call on our volunteers to run workshops with children from each class and this has served to develop and strengthen the relationship between the WRT and the school management and staff. Also, that we continue to do it year after year has reassured the school that our organisation is serious about wanting to contribute to the schools efforts to reduce waste.

Consequently we have been able to work with teachers, school management and the support staff to set up recycling systems in every class room and for the last two years we have visited each class to talk to them about reduce-reuse-recycling. Last year we hosted visits to the transfer station by 300 students as part of their work on this topic.

Waiheke Primary School opened at the beginning of 2005 on a temporary site and moved to their Sea View Road site when the school were near completion in the last term of the year. Their current role is around 200 students.

This school has a far more positive approach to environmental education and have nominated teachers dedicated to ensuring that the school has a focus on positive waste minimisation and recycling activities.

The Waste Resource Trust has been less “hands on” at Waiheke Primary than at Te Huruhi however we have assisted with setting up the school’s composting systems; have been guest speakers in a couple of the senior classes; have

hosted transfer station visits for 30 children as well as actively encouraged them to forward their ideas for the transfer station upgrade.

Our Junk to Funk volunteers were also active at this school last year. We did not need to run construction classes at this school because the teaching staff incorporated this activity into their teaching curriculum. One of our key volunteers did however run workshops with about 20 children and one teacher to develop the musical instruments for what became the Junk to Funk orchestra who performed at the Junk to Funk event in September 2005– and most recently for the Prime Minister at the school’s official opening on 25th February 2006.

Waiheke High School

With the exception of the after school Junk to Funk construction clubs we have run for Waiheke High school students our activities at Waiheke High School have focused mainly on the year 7 and 8 classes. It has been difficult to involve the more senior classes because of the curriculum constraints and the way their classes are organised with subjects being taught by a range of teachers. Despite this we are currently working with the science department teaching staff and are looking at ways to involve their students in activities that promote a positive environmental message. This includes having senior students visit the transfer station to do a stock take and working with the chemistry teachers to develop a unit on plastic recycling.

Last year the high school set up an enviroschools committee involving six year 12 and 13 students and the WRT has been invited to work more closely with them. The school is aiming to enter the enviro-awards programme and have been working with Team Solutions to progress this.

Early Childhood Centres

All the early childhood education facilities on the island take a positive approach to caring for the environment. The WRT has helped the community childcare centre (total 40 children) and the kindergarten (60 children) set up paper recycling and separation systems and the kindergarten also has a worm farm. We continue to visit the early childhood education centres to promote recycling activities and have been guest speakers for the children – and also for the parent’s committees.

In 2004 and 2005 the kindergarten children contributed collaborative works to the Junk to Funk event. And in 2005 the WRT hosted visits to the transfer station from 25 preschoolers from Beginnings childcare centre.

Schools - Plans for 2006

Up until last year our efforts to get the education sector on board have been characterised by our willingness to provide all the research and resources to make it easier for the teaching staff to include environmental education in their

curriculum teaching areas. It is becoming increasingly obvious that we do not have the resources to do this and the best scenario is for the teachers themselves to organise these themes into their teaching areas.

The best use of the WRT is to be a community resource that the teachers can utilise to support their topics and we are now positioned to do so.

Our volunteers will however continue to work with students and groups of children to share construction skills for our annual Junk to Funk event however we continue to try to get the teaching staff to pick up this task and include it into their teaching plans.

The hardest group of children to access or motivate are those aged 14 and over (year 10) so we will continue to work with the high school science teachers to develop teaching plans that are directed at this year level. We have already made contact with Year 13 members of the EnviroSchools committee and will continue to offer what resources we have to enable them to have input into improving their school environmental performance. It is timely to do so as the high school has recently received a grant for several million dollars to upgrade their buildings and grounds.

The forth-coming upgrade for the transfer station and the proposed education centre offers more opportunities to bring more students on site to examine waste issues.

Residential/Community.

The WRT has created a solid public profile:

- We average just over two printed media stories every month
- The WRT has a 15-minute "Talking Rubbish" radio spot on Beach Radio on Saturday mornings.
- The WRT has three 'Waiheke TV' short films that regularly show at the local cinema before the feature movie. Another one – about our 2005 Santa Parade entry – The WRT Shopping Trolley Marchers – is currently being edited.
- For 18 months (2002 – 2003) the WRT awarded a sponsored prize to a monthly Lucky Recycler which was advertised (for free) in the local paper The Gulf News.
- The WRT educators wrote a monthly column called 'Waste Watchers' for another free weekly newspaper (2002-2003)
- The WRT has held stalls at community markets including the Earth Art Day and the Oneroa Markets.
- The WRT contributes entries featuring a positive environmental message to the Waiheke Santa Parade – The 2005 entry, the Shopping Trolley Marchers promoted a message declaring: "Don't Buy Rubbish For Xmas" and won a huge cache of prizes.
- The WRT contributes to other community events like the annual Trolley Derby where we provided a prize for the 'Most Recycled Trolley.'

- The WRT and a group of highly committed volunteers have coordinated and run Junk to Funk – a wearable arts/recycling in action event with prizes sponsored by local businesses
- The WRT office at Artworks in Oneroa serves as a venue to showcase and sell art and craft made from recovered/recycled material and also is an another opportunity for staff to connect with the visitor population. Over the four weeks from the start to the end of January 2006 we record an average of 11 visitors to the office per day.
- The WRT developed a website in 2003 - which is currently being upgraded.

Our efforts to educate our community also include the following:

- Talks/presentations to community groups on waste issues and waste minimisation practices (including Rotary, Probus, Care and Craft, Older and Bolder, Coalition for Disability Services, Red Cross, Citizens Advice Bureau, clubs, ratepayers groups, local environmental groups etc.)
- WRT staff have also organised and conducted workshops on topics ranging from composting and worm-farming through to waste water and sustainable housing. This includes a series of night school classes over eight weeks in 2004 as well as one-off workshops on composting and vermi-culture.
- The WRT works with other like-minded community groups – for example Bird Safe Waiheke who were promoting a rat eradication project and were using our shop as one of their bases.
- WRT staff conducted household composting trials using the Bokashi/Effective Micro-organism anaerobic composting system in 2003. Since then we have been importing the composting kits and mix to the island and have been selling them from the office.
- WRT staff have self-funded additional training overseas (2005) to learn more about Effective Micro-organisms and their use and consequently we have been trialling using the liquid as an accelerator for the mulch wind rows at the transfer station.
- WRT staff have set up an email network of people using the Bokashi composting system on the island and while we have not promoted the composting method in any systemic way there are more than 60 families on the island using the product to dispose of their food waste.
- WRT staff have liaised – and continue to liaise - with property managers so that visitors who are renting short term on the island are informed about how we do our recycling and rubbish on the island. In 2003 we developed a fridge magnet for short term residents and distributed 1000 in less than 12 months.
- Working with community organizations to address their recycling and waste issues – for example we are currently working with Piritahi Marae to explore the option of them becoming a Zero Waste marae and are looking for solutions to the problem of illegal dumping for the Whare Hokohoko (second hand shop.)

Media

When the WRT educators were initially employed in 2002 their first task was to talk to people and find out how we – as an island – could reduce the waste we send to Auckland landfills. In the first three months the educators gave presentations and initiated debate with 30 community groups (and we estimate that that was about 600 people) and gathered their ideas, concerns, issues and feedback. One of the key issues that emerged was that people didn't have a clear idea of what waste minimisation meant and wanted to know more. So we set about publicising our cause.

By creating our own stories and developing relationships with the local media (there are currently three weekly newspapers on the island and one radio station) we are able to push our message and we consistently average at least one story every fortnight. Over that time coverage has included letters to the editor, as well as profiles and coverage of events that the Waste Resource Trust either participates in or generates.

Media coverage benefits the WRT by not only reinforcing our message to reduce-reuse-recycle but it also ensures a type of public accountability to our community about our activities.

Our success at maintaining a constant local media presence with no advertising budget whatsoever has been the subject of a workshop developed by WRT staff and presented at the Zero Waste Conference in April 2005. WRT staff also delivered similar workshops to other Not-For-Profit organisations both in New Zealand (May 2005, February 2006) and in Australia. (November 2005.)

– One to One Education The Encouragement Strategy

There are no laws anywhere that says anyone has to recycle or reduce their waste. The following is an excerpt from the WRT's paper called "Exploring the effects of public attitudes on waste minimization" delivered to the Waste MINZ Conference in Rotorua in November 2005:

Since December 2003 the WRT has taken control of what council officers refer to as 'compliance.' We prefer to call it our encouragement strategy. We undertook this role because we believed that if the council were to enforce the bylaws around waste that it would discourage our people in their recycling efforts. Community organisations are of the people for the people and cannot risk that special relationship by being seen in any sense as having authority over the people - particularly not in our anarchic little corner of the world where authority commands little respect.

Essentially we contact the households (or businesses) where the Clean Stream collection staff have identified a problem where the recycled materials are being contaminated with waste or the rubbish is in a non-compliant bag. (That is, a bag that is not the official red bag that has been pre-paid for through our rates.)

In the first instance we send these identified households a letter explaining the problem and the solution. If the address comes up again within a 12-month period we send a second more strongly worded letter. And if a third problem occurs the educators visit the address – and if no-one is home another letter is left for them.

The letters are designed to get a response. We want people to contact us so that we can talk the issues through and identify the problems they have and help find a solution. In 18 months we have sent out a total of just over 2000 letters and our response rate is about one in four. During the same time frame we have visited 60 homes as part of this encouragement strategy and we have had only three addresses who continue to ‘not comply.’

*Invariably the responses from householders are a bit grumpy when they receive a letter – but once we are able to talk to them this attitude changes considerably. We have found that people respond favourably once they realise that we are **not** from the council and that our role is to educate – not enforce. The fact that we are a community organisation – with a high community profile, a solid volunteer base and a good reputation and our people are unfailingly positive – gives us a huge advantage in being able to manage one to one education. We are seen as being part of the community – the same as the householder – and contribute to our community’s well being whereas the council, and council officers, are seen in a more negative light.*

The Encouragement Strategy is funded by council.

Volunteerism Junk to Funk -

In June 2002 – three months into the WRT’s education programme - the WRT staff were approached by three local mothers who offered themselves as volunteers to promote the waste minimization message by running construction workshops with children at the local schools and early childcare centres to help them create wearable creations from waste. The workshops and construction activity culminates in an evening performance and awards night.

The Junk to Funk Recycling in Action project was initially seen as a way to involve the schools and the creative elements of the community in a process that would get them ‘up close and personal’ with stuff we would otherwise discard and is now seen as the coolest way to get people to rethink their attitudes to waste.

The objectives of the Junk to Funk project have are as follows:

- 1) To raise awareness of waste through workshops within the education sector on Waiheke that enable participants to create wearable are which also promotes collaborative work between groups and adults and children.
- 2) To engage local businesses in philanthropic and environmental activities and enhance our community’s social capital by endorsing and recognizing their sponsorship relationships with Junk to Funk.

- 3) To make the possibilities of waste reduction and recycling palatable, accessible, do-able and fun by showing how through workshops and the catwalk event.
- 4) To strengthen the sense of community identity by holding the celebration/catwalk event in such a way and at a venue where all our people feel involved.
- 5) To celebrate and reward the efforts of all who participate by 1) offering prizes; 2) giving certificates to all who participated and 3) public thank-yous and certificates to sponsors, donors and judges and participants.
- 6) To encourage volunteerism by making participation in the mentoring process and the event management fun and rewarding.

The project has become an annual fixture. Our volunteers - with help from the WRT staff - have run the event for three years in a row and each year the response from the community has been greater than the year before: In 2003 we had 41 entries, 150 children involved in workshops, around 750 people in the audience on the night, a volunteer pool of 15 adults and \$4000 cash prizes donated by local businesses. In 2004 that had increased to 360 children involved in workshops, 94 entries, over 1000 people in the audience, \$5100 in prizes from local businesses and the volunteer pool increased to 30. Last year we added a marquee to the primary school hall (the largest venue on the island) to make it bigger for the audience. There were 101 entries, over 400 children involved in workshops, and \$4750 in cash prizes from local businesses, around 1300 people in the audience and our volunteer pool has increased to about 50 adults.

Volunteers are crucial to this project. Our objectives mention 'fun' twice – and we suspect that having fun is essential – not only because it keeps our volunteers engaged – but also because the children (and adults too) are more likely to actively participate.

Our volunteer pool has grown over the three years of the project and this may be because the projects success has made it an attractive option for people to donate their time (and in the case of local businesses their money and goods and services too!) These volunteers contribute not only their time and skills to our cause but have also become walking talking advertisements for the reduce-reuse-recycle message. Their input has meant we are able to try new and wacky things – for example our Christmas parade entries which have included not only last years Shopping Trolley Marchers but also Wheelie Bin Marchers -promoting recycling - (2003) and parade entries involving Junk to Funk costumes(2002 and 2004).

Junk to Funk itself has now become a 'brand' and we have noticed that many people on the island are keen to seek an association with it. It has become a shorthand message for reducing and reusing waste

Aside from donations for prizes and goods, services and labour the Junk to Funk project is funded by Auckland City Council Creative Communities, Auckland City Council Local Funding and Zero Waste NZ Trust. Every year at the conclusion of the event the Junk to Funk team have conducted a stakeholders analysis and evaluation process. This has informed our subsequent projects and ensured an accurate and truthful accountability process for our funders and our community.

Plans for 2006

The **Junk to Funk** volunteers are already working on the next event with the performance evening scheduled for September 9th and are looking at increasing activities to make it a week long festival which will include a poster and poetry competition, artist workshops and team games that we have been developing called 'Speed Funk.' We had hoped to base these activities at the finished Resource Recovery Park – but we are unsure as to whether the upgrade will be completed in time.

We estimate that every week on the island 720 kilogrammes of food waste is being composted using the **Bokashi** composting method. The Bokashi network has been developing and word of mouth advertising has resulted in steady sales. In December we published one story about the composting system and were astonished at the level of interest it generated. Consequently WRT educators are scheduled to be guest tutors for a community education organic gardening course and we are looking at running a series of workshops on composting for other community groups (like the horticultural society, seedsavers etc.)

The WRT received funding from Auckland City Council Local Funding and we are currently developing a pamphlet/resource directed at the short-term holiday home **visitors** that explains the unique way we deal with waste, recycling, sewage and water on the island. WRT staff have been liaising with property managers to develop and distribute the end result. Another possible option is to send the pamphlet to all ratepayers on the island who have an off-island postal address for their rates bills.

For 2006 the WRT educators are intending to revisit the **community organisations** and groups that we initially visited in 2002 for updated feedback and ideas on waste minimisation activities on the island. Educators will continue to assist with problemsolving around waste and recycling for all community organisations on the island. We are also committed to acting as a resource for the Piritahi Marae Komiti as they have only very recently started to explore the possibility of working towards zero waste.

This year the WRT will continue with our **media** strategy and our **encouragement strategy** as well as **one to one education** to promote recycling and waste minimisation activity and behaviour on the island.

The Resource Recovery Park and the proposed revolve store and education space offers the Waste Resource Trust further opportunities to work to engage with our community. We hope that upgrade will result in a space where we can work with aligned **community organisations** and a base to conduct our **workshops** which will, in turn, bring more people into the Resource Recovery Park.

Businesses

The WRT continues to work with the business community to look for cost-effective measures that will reduce waste going to landfill. These activities include:

- Setting up a waste cooking oil collection system for the entire island (2002)
- Working with property managers and real estate agencies to include proper information about our island's unique recycling and waste collections. (2002,2003,2004,2005)
- Producing and distributing a free postcard highlighting the reduce-reuse-recycle message throughout the hospitality sector (2003, 2004)
- Working with Clean Stream to set up commercial pick up of recycling.(2005)
- Setting up systems for recycling pickups for paper in Oneroa real estate agencies and offices (2005)
- Setting up systems for recycling and organising a collection service with Clean Stream for community services on the island (for example the library and the community cinema.) (2005)
- Working with retailers to find sources where their waste can be re-used (for example New Generation have a recycling shed where local artists can retrieve useful material)(2002- current)
- Working with the restaurants and cafes to set up recycling systems(2002-current)
- Exploring composting methods for restaurants – Including bokashi composting. (2003 – current)
- Exploring the viability of a standardized reusable wine bottle for Waiheke Island vineyards. (2005)
- Setting up recycling systems for the two ferry businesses (2003,2004)
- Researching and preparing recycling signage for the hospitality sector as well as offering staff training for kitchen workers (Waiheke Island Resort, Nov 2005)
- Options to reduce the amount of waste going to landfill from the construction and demolition industry has to date been hindered by the squeezed transfer station site

Plans for 2006

In the **hospitality sector** food waste is one of the largest components of the waste stream and this year WRT educators will again be exploring ways to divert it from the waste stream. Large scale Bokashi composting combined with an

organic garden is being mooted at one large restaurant bar and educators will be working with the business to test its effectiveness. Other solutions that are currently being explored include our collection service being extended to include separated food waste – however this will be entirely dependent on the transfer station upgrade.

Plans to divert **construction and demolition waste** are also dependent on the upgrade of the transfer station.

Setting up the paper recycling systems with **offices** has resulted in excellent diversion rates. The collection service has been operating since September 2005 however we are collecting over 1200 kgs per month. We intend to continue and extend this service to as many businesses as possible on the island.

In 2005 the WRT developed an outline on how to conduct an environmental review of their organization. It incorporates using the ecological footprint measuring tool supplied by the Ministry for the Environment's website and we will be able to offer this service to businesses on the island. Those most likely to want to examine their environmental impact are the **tourism sector** who trade on NZ's 'clean, green' image.

Another option that the WRT may explore this year is to lobby council to undertake **Green Globe certification**. Waiheke is an ideal location within Auckland City Council to attempt this and it offers a greater partnership between the environmental groups on the island, the tourism operators on the island and the Council.

Research and Innovation

A key Trust activity is promoting and encouraging diversion of the maximum amount of the island's waste from the isthmus landfills and to meet this aim we intend to

- i.) Maintain, encourage and amplify the community support for the current diversion recycling programmes in the commercial residential and educational sectors, and
- ii) Develop new and innovative methods to increase diversion of reusable and recoverable materials in all community sectors

That innovation has included partnerships forged with the Auckland University School of Engineering through their Engineering Projects in Communities (EPIC's) programme in 2005. Students are currently working on developing bio-diesel from waste cooking oil and developing a system to crush glass. These innovations will allow us local solutions for our waste issues.

Our innovative approaches are also enhancing our reputation for expertise in community recycling and education. We are regularly visited by people from other communities and countries. In the last quarter of 2005 the WRT and Clean

Stream Waiheke Ltd hosted visitors from Australia, Tonga, Vanuatu and France and there may yet be opportunities for our organisation to 'sell' our expertise to other island communities.

Since 1998 the WRT has been determined to develop good quality research to inform our practise, and contribute to the body of knowledge in the community recycling sector as well as the not-for-profit sector as a whole.

That research includes:

- The 1998/1999 behaviour and attitude survey and solid waste analysis
- A repeat of the 1998 attitude survey in 2004
- Assessing Junk to Funk's contribution to our community's social capital, which includes an examination of evaluating a community event and looks at volunteerism in depth as well. (2004)
- An examination of our activities through a social marketing lense (2005);
- Examining the 'encouragement strategy' from a legal perspective (2004)
- Waste MINZ conference paper "exploring the effects of public attitudes on waste minimisation."(2005)
- Zero Waste Conference workshop on media training for not for profits (2005)
- Social Marketing/Campaign workshop based on our experiences from Junk to Funk that was delivered to an activists conference in Adelaide (2005)
- Exploring Waste Through Sound – the Junk to Funk orchestra – a paper delivered to the NZAEE conference in Jan 06

Some of these papers are published on the respective conference organization websites and will soon be available on the Waste Resource Trust's site once the website upgrade has been completed

Is it working? Results

Behaviour and Attitudes

The 1998 telephone attitude survey of 260 households by the Waste Resource Trust involved it was designed to:

- Gain insight into what people knew about solid waste and waste management including reduction, re-use, recycling and composting.
- Identify what proportion of the community were applying particular waste management methods.
- Develop an understanding of peoples' attitudes to waste and waste management.
- Make recommendations for improving waste management on the Island.

The 1998 results showed that:

- 28% of the population understood the concept of 'waste minimisation'
- 73% undertook some composting
- 88% re-used packaging in some way
- 72% of the respondents said they recycled some of their waste
- 28% not recycling at all - due to an ineffective kerbside collection.

The survey also concluded that educating the community would be crucial to ensure a better understanding – and improved behaviour – around waste minimization.

This research has been crucial to the development of the WRT's education campaign as it not only allowed more information about what people do and why they do it but it also set the baseline that has enabled assessment as to whether attitudes have changed and test the effectiveness of the WRT's awareness raising activities.

The research was repeated in 2004 using the same question format and a larger survey group (300 interviews.) The 2004 survey was made possible by a grant from the Australian/New Zealand Third Sector Research group.

In both the 1998 and 2004 surveys one of the first questions asked was: " Have you heard the term 'waste minimisation' before? "In 1998 28% of the respondents had heard the term before. By 2004 that had increased to 65% of the respondents.

In each of the surveys where the respondents had heard the term before they were asked to identify where they had heard it. In 1998 that 28% of the respondents said they had heard the term from the following sources:

- Media – 33%
- Council pamphlets – 4%
- Other – 25%
- Don't know – 38%

In 2004 the 65% of the respondents said identified that they had heard the term through:

- Friends – 14%
- Radio show – Talking Rubbish – 12%
- Junk to Funk events - 12%
- Lucky Recycler ads – 2%
- Waiheke Marketplace stories – 13%
- Gulf News stories – 30%
- From school aged children – 9%
- Other – 43%

These results support the media profile developed by the Trust as well as lending support to the schools programmes and Junk to Funk.

The survey results also point to improvements in recycling and waste minimisation activities. In 1998 72% respondents said they recycled. That had increased to 93% in 2004. Total composting activity (food waste and garden waste) had also increased from 73% in 1998 to 92% in 2004. In 1998 there was 19% who did nothing. In 2004 only 2% of the respondents said they do nothing at all to reduce their waste.

Respondents were asked what they do to minimize their household's waste. Aside from the re-use of packaging other activities include composting, recycling, reusing, revolve (including selling their unwanted used goods at the Saturday market or taking their old clothes to op shops), reduction methods like having a "no junk mail" sign on their letterboxes, buying long-life products rather than disposables, taking garden waste to the transfer station, declining plastic bags and using re-usable shopping bags, buying in bulk, Fifteen percent of the respondents also said they burn to minimize the waste from their household. This is a reduction on the 1998 figures that showed that 22% incinerated their waste.

Volumes

The results of the Trust activities are best demonstrated by the recovery rates achieved by the community-owned collection company Clean Stream Waiheke Ltd by re-introducing effective kerbside household collection of recyclables. The total recycling increased from 156 tonnes (in 2000 with no kerbside collection) to 1,238 tonnes for the last financial year (to end of June 2005). The diversion rates are significantly higher for the same period – closer to a total of 4,500 tonnes - if the greenwaste and other material diverted from the waste stream are taken into consideration.

To the end of June 2005 4,389 tonnes of waste was sent to Auckland landfills. This is the lowest total recorded since 1997/98 and this is in spite of the fact that the island's permanent population has increased from 6000 to close to 8000

Results in relation to Waste Management Plan Targets

The Plan proposed an annual reduction of 10% per annum of disposal per head of population by 2004 using the 1998/99 figures of 750kg per person per annum as a base line. Given that the WRT policy of waste diversion did not start until July 2002 and for the year ending June 2005 the quantity of waste per head of population of 8000 is 549 kgs, it is maintained that the Waiheke community is meeting the target.

Conclusion

After four years of consistent campaigning and awareness raising the Waste Resource Trust has become an integral part of our community.

We have ensured that the targeted sectors have seen us as committed and willing to stay the distance to help reduce the problem of waste. We have built functional and respectful relationships within each of those sectors

We have found that it takes time to be able to change behaviour and the Waste Resource Trust has proven to be adaptable at finding alternative ways and means of working with groups and organisations that best fit with their culture and values.

The Waste Resource Trust is meeting our social - as well as our environmental - objectives. The WRT is run by volunteers (our Trustees donate their time and skill for free) and our education programmes has resulted in the recruitment and active involvement of a large volunteer base. This means that we are not only able to achieve remarkable results on a shoe string budget but we enhance the respect of our community.

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