



Northland Sustainable Business Club

Club Communication No 3 (CC3) April 2009

1.0 Second Cell Meeting

Around 65 business people from throughout Northland attended cell meetings in Kerikeri and Whangarei on 6th and 7th April, on the subject of **Waste Management: Challenges and Opportunities**. One of the key messages highlighted during the meetings was that sound waste management practices make good business sense. Inefficient use of resources results in waste, which put simply, amounts to a loss of profits. Typically, this represents up to four percent of business turnover. Of the waste that we do generate, it is estimated that around 70% can be either recycled or composted, although the challenge for many Northland businesses is that opportunities are often not fully recognised and implemented most effectively.

These cell meetings represented the second of a series of bi-monthly meetings, to be hosted by the recently formed Northland Sustainable Business Club (NSBC), in partnership with the Sustainable Business Network (SBN).

1.1 Workshop Programme

The waste event consisted of an interactive workshop, with presentations from Ministry for the Environment on new legislation relating to waste minimisation and implications for businesses, a case study from The Good Water Company on the use of biopolymers and achievements in closing the recycling loop, and a presentation from the Community Business and Environment Centre (CBEC) on the economics of waste management in Northland. The Sustainable Business Network also provided practical insights into how businesses can implement simple, yet effective waste minimisation initiatives.



A variety of waste management product and service displays complemented the presentations, discussions and networking (as set out below), and a wide selection of information was made available to participants, ranging from general sustainability guides and resources, through to targeted waste management materials and a waste information board.

Congratulations to the lucky participants at our Whangarei event who entered our prize draw and received bottles of wine and caps, kindly donated by SBN and Wasteworks. We plan to continue this initiative at future events, so please come armed with business cards!

1.2 Waste Minimisation Legislation and Implications for Business

Graeme Sawyer, Senior Adviser of Ministry for the Environment (MfE) provided an informed overview of the Waste Minimisation Act 2008, outlining the implementation process and implications for business. In summary, the new legislation puts in place provisions to enable households and businesses to decrease their waste disposal. It includes provision for a levy on industrial waste, sets targets for reducing waste in landfills and cleanfills, provides for producer responsibility programmes, and provides for public procurement programmes to spur the development of markets for products and services that result in waste reduction.

Graeme highlighted opportunities for businesses to participate in consultation processes for Product Stewardship 'Priority Products', the NZ Waste Strategy Targets and Levy Funding Criteria, by **15 May 2009**. Refer to: <http://www.mfe.govt.nz/issues/waste/consultation.html>.

For further information on the Waste Minimisation Act and consultation processes please contact Graeme Sawyer, Senior Adviser MfE on 04 439 7429 or graeme.sawyer@mfe.govt.nz.

1.3 Case Study – The Good Water Project

Grant Hall, 'Enviropreneur' and leader of The Good Water Company provided an engaging and inspiring presentation on The Good Water Project. He described how certified organic water, sourced from Kauri Spring in Kaiwaka, is bottled and distributed in revolutionary polyactide (PLA) - a renewable material made from plant starch. Highlighting packaging innovations that the company had realised, he reflected on a statement from the former Prime Minister, Helen Clark "*If businesses don't build sustainability into their products they have no future*", and in referencing some of the challenges faced, advised companies not to let 'perfect' get in the way of 'better', noting that achievements are typically realised through incremental steps. Grant outlined recent developments in establishing a closed loop recycling initiative for PLA bottles, and described how funds raised by sales of Good Water help support the Sir Peter Blake environmental education programs and provide a source of revenue for ongoing youth activities in New Zealand.

1.4 The Economics of Waste – Northland Perspective

Cliff Colquhoun, General Manager of the Northland Community Business and Environment Centre (CBEC) outlined how CBEC has successfully provided tangible, added social and environmental value to Northland by utilising waste. He described how the Clean Stream Northland initiative has provided recycling and waste services, as well as transfer station management. Sector-specific initiatives include waste audits to businesses within the service industry, and the provision of visitor recycling information and "on the road recycling" services to the tourism sector. Cliff noted that the Far North already leads New Zealand in integrated waste recovery, and suggested that the opportunity exists for Northland to become a recognised leader in resource conservation.

1.5 Sustainable Business Network (SBN)

Dave Clendon, Northern Regional Manager of the Sustainable Business Network (SBN) provided valuable practical advice on how to implement sound waste management practices within a business, emphasising the opportunities and benefits that can be realised.

1.6 Product and Service Displays

The cell meetings concluded with a display of waste management products and services. Details of products and suppliers are set out below. Many thanks to all those that participated:

Company Name	Waste Management Products & Services	Contact Details	Website
Bunnings Whangarei	<p>Home improvement store, supplying range of products to enhance environmental sustainability</p> <ul style="list-style-type: none"> Supply environmentally friendly products and projects that can support sustainable living via website, D.I.Y. Workshops, 'How to' Brochures and in-store communications. Provide worm farms and composting bins, and produce practical guides on 'How to Make and Manage Garden Compost' and 'How to Build a Worm Farm'. 	<p>Edward Stewart and Zelda Mcartney Cnr State Highway 1 & Tauroa Road, Whangarei P: (09) 470 2105 or (09) 470 1200 x 339 coords.whangarei@bunnings.co.nz</p>	www.bunnings.co.nz
Community Business and Environment Centre (CBEC)	<p>Community-owned enterprise to stimulate local development by creating new business and employment opportunities in Northland</p> <ul style="list-style-type: none"> Provide a range of waste services, including management and recovery services in the Far North, waste auditing and the sale of worms. 	<p>Cliff Colquhoun and Beau Mallett M: 0274808174 (Cliff) P: (09) 4081092 cliff@cbec.co.nz</p>	www.cbec.co.nz
Far North District Council (FNDC)	<p>Territorial local authority for Far North District</p> <ul style="list-style-type: none"> Provide rubbish and recyclables collections throughout the Far North. 	<p>Natalie Glover P: (09) 401 5682 natalie.glover@fndc.govt.nz</p>	www.fndc.govt.nz
Kerikeri Mitre 10	<p>Home improvement store, supplying a range of products to enhance environmental sustainability</p> <ul style="list-style-type: none"> Supply various waste management products, including bins, worm composters, compost bins and associated products. 	<p>Teresa Webb Cnr Homestead & Fairway Drives, Northland 0230 P: (09) 407 7420 kerikeri@mitre10.co.nz</p>	www.mitre10.co.nz
Northland Regional Council (NRC)	<p>Regional Council for Northland</p> <ul style="list-style-type: none"> NRC aims to protect Northland's land, water, coast and air while still allowing for sustainable development. Also responsible for promoting the region's economic, social and cultural well-being. Specific information on waste management available through web-site. 	<p>Liz Woodward P: 0800 002 004 (09) 470 1234 lizw@nrc.govt.nz</p>	www.nrc.govt.nz
Paper Reclaim	<p>Privately owned recycling company</p> <ul style="list-style-type: none"> Specialise in commercial collection and processing of cardboard, waste paper, glass bottles, plastic film and containers, aluminium and steel cans. Operate three processing plants, including one in Whangarei. 	<p>John Beer M: 021 550 249 P: (09) 438 9208 john@recycle.co.nz</p>	www.recycle.co.nz
The Good Water Company	<p>Supplier of certified organic spring water in PLA bottles</p> <ul style="list-style-type: none"> Good Water certified organic spring water is bottled at Kauri Springs, Kaiwaka. Bottles are produced from Polyactide (PLA), a product derived from natural sugars found in high starch plants, while the labels are created from woodpulp. Have also established a closed loop recycling initiative – The Good Water Project, enabling full bottle recycling in NZ. 	<p>Grant Hall and Mel Smith M: 021 900 973 (Grant) P: 09 970 3585 (Akld) grant@goodwater.org.nz</p>	www.goodwater.org.nz
Transpacific Technical Services	<p>Liquid & Hazardous Waste Management Services</p> <ul style="list-style-type: none"> Liquid and hazardous waste treatment and transportation, chemical disposal, oil and solvent recycling, pesticide disposal, site remediation, vacuum loading, bulk or packaged wastes, removal treatment and disposal or on-site treatment, 'unknown' waste sampling, analysis and labelling, emergency spillage response. 	<p>Ross Flanagan and Sandy Wilson P: (09) 438 5585 0800 835645 rflanagan@wastemanagement.co.nz</p>	www.transpac.co.nz
Waste Management Institute of New Zealand (WasteMINZ)	<p>Professional Association for Waste Management</p> <ul style="list-style-type: none"> Incorporated non-for-profit association, with over 800 members. WasteMINZ's vision is to deliver value to its members through the facilitation and sharing of best practice for environmentally sustainable waste management for NZ. 	<p>Carole Inglis Membership Manager M: 021 411 643 P: 09 486 3722 (Akld) carole@wasteminz.org.nz</p>	www.wasteminz.org.nz
WasteNot Consulting	<p>Consultancy Specialising in Waste Reduction</p> <ul style="list-style-type: none"> Services include waste audits and trials, recovery system and facility design, policy and strategy development, research, cleaner production programmes, design and delivery of education materials, training and workshop delivery, monitoring and analysis and participation surveys. 	<p>Sunshine Yates M: 021 268 2957 P: 09 360 5190 (Akld) sunshine@wastenot.co.nz</p>	www.wastenot.co.nz
Wasteworks	<p>Waste Management Services</p> <ul style="list-style-type: none"> Rubbish and recycling collections and the management and operation of transfer services throughout Northland (currently on behalf of Far North, Whangarei and Kaipara District Councils). 	<p>Warwick Taylor M: 021 909 584 P: (09) 401 1475 warwick@wasteworks.co.nz</p>	www.wasteworks.co.nz

We also acknowledge the kind support of **Kerikeri Organic Tea**, who provided certified organic teas at our events, and **Nutritious & Delicious Whangarei** who supplied vegetarian wraps filled with lovely organic produce at our Whangarei event.

1.7 Copies of Cell Meeting Overheads

Copies of all overheads from the second Cell Meeting on Waste Management are available through the dedicated Northland Sustainable Business Club page:

http://www.enterprisenorthland.co.nz/dev_groups/regional/northland_sustainable_business_club/overview.htm



1.8 Useful Website Links on Waste Management

- *Subscribe to MfE bi-monthly newsletter on Waste Minimisation:*
<http://www.mfe.govt.nz/publications/waste/resource/>
- *General information on Waste Management Issues in New Zealand:*
<http://www.mfe.govt.nz/issues/waste/>
- *Help influence local regulations on Waste Minimisation – the development of your Waste Management & Minimisation Plan (via LTCCP), obtain information on local waste services:*
See your local council website (Far North, Kaipara and Whangarei)
- *Details of WasteMINZ Membership Information, Events and Publications:*
<http://www.wasteminz.org.nz/>
- *Copies of all types of recycling labels, downloadable free-of-charge in a variety of formats:*
<http://www.ronz.org.nz/labellist.aspx>

1.9 Key Forthcoming Events on Waste Management in NZ

March – May:	MfE Consultations on Waste Minimisation Act
29 – 30 April:	WasteMINZ mid year round-up (Wellington)
14 – 16 October:	WasteMINZ Annual Conference (Christchurch)

2.0 Feedback from Second Cell Meeting

We have received fantastic feedback from our second cell meeting events, with more businesses joining the Club, and embracing the opportunity to network, learn more about how sustainability relates to their business practices and share ideas and experiences. Some of the positive comments received included: *“all of the presentations were very enjoyable to listen to”*, and *“very interesting and informative”*, *“the speakers were all excellent”* and *“the displays provided a great networking opportunity and source of information”*.

Many businesses highlighted specific waste management initiatives that they now plan to implement as a result of the cell meetings, ranging from purchasing and establishing composters and worm farms, through to expanding the scope of recycling initiatives and exploring opportunities to work with other businesses to implement new initiatives.

As mentioned in our previous communication, a significant number of businesses have also expressed an interest in SBN's Get Sustainable Challenge, opening up opportunities for more targeted and practically-focused training workshops to be delivered to Northland businesses.

Product and service demonstrations and the availability of a range of written information were, once again, well received, and we plan to continue to provide these at future cell meetings.

3.0 Future Activity

We are pleased to see so many businesses taking up the invitation to attend our Club events, but we still want to see more coming along. The future success of the Club will be dependent on businesses continuing to embrace the opportunity to network, learn new information, share experiences across sectors and celebrate sustainable performance. Accordingly, achieving and maintaining a critical mass will be important. Our expectation is that attendance will continue to grow, and that Club members will, both individually and collectively with other businesses within their cell group, begin to harness new opportunities. One example of where this could be achieved across business sectors is the integration of sustainability into supply chain practices, and in recognition of this, our next event will focus on supply chain management.

We recognise the strength and importance of local case studies, and that the real success of the Business Club will be in achieving positive improvements in sustainability performance, both within individual businesses, and across the Northland region as a whole. If you have a successful story that you would like to share with other Club members, or a product or service that other Club members could benefit from (in terms of helping to improve sustainability performance), please let us know.

Please note the following AMENDED June dates in your diaries. Attendance is free of charge, and refreshments will be provided. Further details regarding venues and timings will be provided prior to these cell meetings:

June 2009 Cell Meetings:

Kerikeri – **22nd June 2009**, 3.45 - 6.30 pm (Kingston House, 123 Hone Heke Road)
Whangarei – **23rd June 2009**, 3.45 - 6.30 pm (ASB Leisure Centre, Western Hills Drive)

Subject: Supply Chain Management – How to Integrate Sustainability into Your Supply Chain: Workshop, Case Studies, Tips and Tools, Product and Supplier Exhibits, Open Forum: Opportunities and Obstacles

Possible Future Topics:

Carbon Management, Transport, Valuing Your People, Greening Your Office.....

4.0 Feed Back Form and Club Registration

Your feedback is important to us, and we encourage all businesses to take the time to complete the feedback forms which we will distribute at each Club event. This will help us to ensure that Business Club activities are tailored to best meet your needs.

If you would like to register to join the Northland Sustainable Business Club (and have not done so already), please contact Diane Lee at Enterprise Northland on (09) 438 5110, or diane@enterprisenorthland.co.nz.

Thank you for your interest in the Business Club, and we look forward to seeing you at future events.

Tomas Linstroem Community Project Dvmt Officer Enterprise Northland P: (09) 438 5110 M: 027 255 5618 tomas@enterprisenorthland.co.nz	Lisa Martin Director Sustainz Business Solutions (Club Facilitator) P: 09 415 4191 (Akld) M: 027 255 1302 lisam.martin@xtra.co.nz	David Clendon Northern Regional Manager Sustainable Business Network P: 09 826 5642 (Akld) M: 021 686 155 david@sustainable.org.nz
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