

DRAFT Waste Management and Minimisation Plan 2023



Te Kaunihera-ā-Rohe o Ngāmotu
**New Plymouth
District Council**

Executive Summary

The New Plymouth District Waste Management and Minimisation Plan (2023-2029) is the guiding document for achieving effective and efficient waste management and minimisation within the district. The plan also outlines how the Te rautaki para Aotearoa / New Zealand Waste Strategy will be applied in Taranaki to deliver a low-emissions, low-waste society built upon a circular economy.

The plan outlines the proposed strategic direction as a region and what actions we will take as a community to achieve our vision in the New Plymouth district. The vision is based on:

1. The national strategy;
2. What our community has told us is a priority;
3. Te ao Māori (the Māori world view).

The Plan also outlines:

1. Where we are now with waste (our services, and zero waste journey so far);
2. The challenges and opportunities in achieving our vision;
3. How we are going to get there (the Action Plan).

Since the last plan was developed in 2017, the region has made significant progress with its actions to divert material from landfill through education and behaviour change, collaboration and new resource recovery services and infrastructure.

Achieving a circular economy cannot be done by Council alone and progress will rely on everyone taking responsibility, looking at how we can enable our community and collaborate locally and nationally.

Partnering with Iwi and Hapū to identify and deliver outcomes will work towards a Tiriti approach and allow mana whenua to implement kaitiakitanga.

Taranaki already has a good foundation of infrastructure and services in place to support a circular economy. Now our focus is on:

- Enabling our communities to better use our existing services to reduce waste and capture more material for reuse and recycling;
- Connecting our people, community groups and commercial organisations with each other and the environment;
- Focusing our efforts on changing behaviours that embrace the circular approach;
- Ensuring services and education are equally accessible to everyone including the rural, minority and lower socio-economic communities;
- Ensuring waste services in the region enable resilience, reduce emissions and enhance the natural environment.

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**COMPOSTABLES
HERE**

**PARAROPI
KI KONEI**

Food Scraps
Food stained paper
Pizza boxes
Compostable food containers
Compostable drink containers



**RECYCLING
HERE**
**HANGARUA
KI KONEI**

Aluminium Cans
Plastic Bottles
Plastic containers type 1, 2 and 5
Cardboard
Paper



**GLASS
BOTTLES
HERE**
**NGA IPU
KARAEHE
KI KONEI**



**LANDFILL
HERE**
**RUAPARA
KI KONEI**

Coffee Cups
Plastic Bags
Plastic Wrappers
Not sure? Use this bin



Introduction

Kupu Whakataki

The Waste Management and Minimisation Plan is the guiding document for achieving effective and efficient waste management and minimisation within the New Plymouth district and how the Te rautaki para Aotearoa / New Zealand Waste Strategy will be applied in Taranaki to deliver a low-emissions, low-waste society built upon a circular economy.

This section outlines what a circular economy is, its drivers, and how we can link the circular approach to reducing carbon emissions.

1.1 Purpose

Te Pūtake

The recently released Te rautaki para Aotearoa / New Zealand Waste Strategy is our 2050 roadmap for a low-emissions, low-waste society built upon a circular economy.

As well as doing our part to deliver the vision of Aotearoa, New Plymouth District Council is required by the Waste Minimisation Act 2008 to produce a Waste Management and Minimisation Plan. This plan will be the guiding document for achieving effective and efficient waste management and minimisation in the New Plymouth district for the next six years (2023-2029).

The plan outlines what the national strategy means for Taranaki and proposes the region's approach to delivering a local circular economy.

The Council collaborated with the community to develop a vision, guiding principles based on Te ao Māori (Māori world view), goals, and objectives to pave the way for the future of waste. Building on the Zero Waste journey started in 2017, and the plan details what actions the district can take to reach our targets, and how these actions will be funded.

1.2 Scope

Te Tirohanga Whānui

The plan covers the whole New Plymouth district and reflects a regional approach to minimising waste through collaboration with South Taranaki (STDC) and Stratford (SDC) district councils. By undertaking a regional assessment of waste, the councils' Waste Management and Minimisation Plans have been developed together and consider regional waste data and options where applicable.

All solid waste whether it is landfilled or diverted material is considered in this plan, which includes items being reused, recycled, or composted. Liquid and gas wastes that are more effectively managed through other policies are not in the scope of this plan.

1.3 Commencement and Review

Te Tīmatanga me te Arotake

This is the third Waste Management and Minimisation Plan for New Plymouth district. It will be publicly notified on 2 August 2023 and the Council will seek public feedback on the plan until 12 September. The plan will be formally adopted following consideration of submissions.

The plan will be reviewed six years from the date of approval, unless reviewed in the interim.

1.4 Taranaki's Pathway To A Circular Economy

Te Whai a Taranaki i tētahi Ōhanga Āmiomio

1.4.1

What Is A Circular Economy? He Aha te Ōhanga Āmiomio?

A circular economy is a system where resources and materials are used and reused for as long as possible. In the current “take-make-dispose” linear economy (Figure 1), products are not designed for reuse, repair, refurbishment

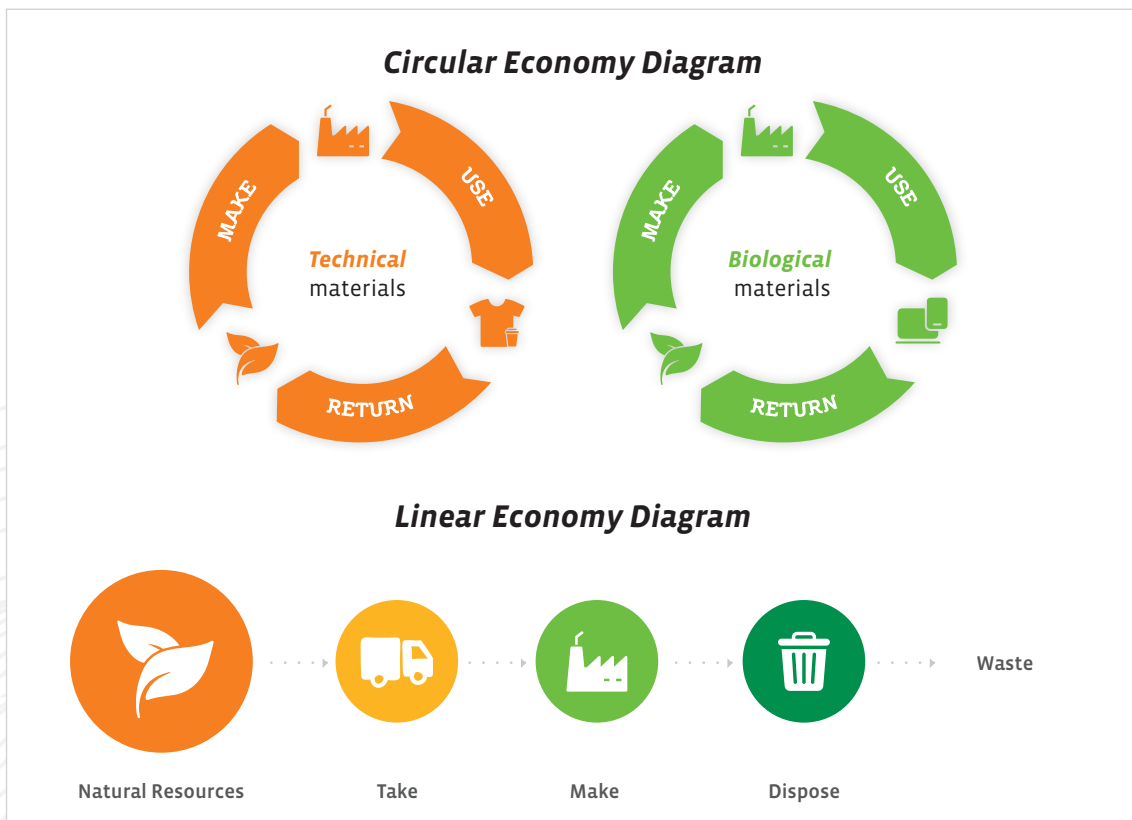
or to be remanufactured and this drives the continuous disposal of valuable resources.

A circular economy is more than about how we manage waste. A circular economy prioritises waste avoidance by thinking about the end of use from the very beginning of the products design phase.

A circular economy continually seeks to reduce the environmental impacts of production and consumption, while enabling economic growth through more efficient use of natural resources. The circular economy is based on the following design principles:

- Designing out waste and pollution
- Keeping products and materials in use; and
- Regenerating natural systems.

Figure 1: The linear and circular economy approaches¹



1.4.2 Drivers For A Circular Economy Ngā Āinga i te Ōhanga Āmiomio

A circular economy requires a whole of economy shift, given that our current economy is based on the continuous consumption and disposal of goods to generate economic profit.

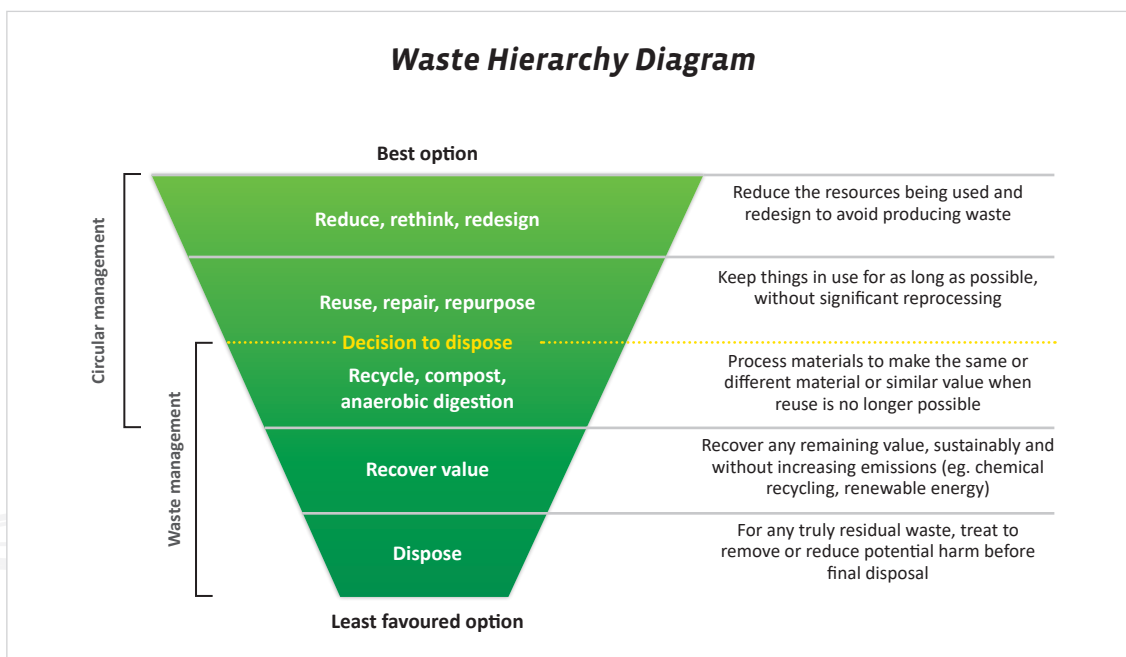
Key drivers for the transition to a circular economy come from both push and pull factors (Table 1).

Table 1: Drivers For change

Pull factors (opportunities)	Push Factors (The Need To Respond To Economic And Regulatory Requirements)
Innovation	Greenhouse gas reduction requirements
Collaboration with industry, community and other government agencies	National and regional policy
Community/local benefit	Increased waste disposal costs (landfill levy, emissions trading scheme)
Improved environmental management	Community demand for action
Exploring shared opportunity with Iwi and Hapū	Stricter environmental regulations

The waste hierarchy (Figure 2) is used as a guide to prioritise activity, focussing on circular management methods before considering waste management options. Where value cannot be recovered from the materials, or there is no current market for the material, the focus is on safe treatment and disposal.

Figure 2: The Waste Hierarchy²



¹ Adapted from Te Rautaki Para Waste Strategy | ² Sourced from Te Rautaki Para Waste Strategy



1.4.3 Linking Circularity to Carbon Neutrality Te Tūhono i te Āmiomiotanga me te Korenga o te Tukuwaro

A linear economy extracts raw material from the earth then uses energy and labour to manufacture a product which is then disposed of when no longer required. Manufacturing, consumption, and disposal generate carbon emissions. By keeping products and materials in use for as long as possible, the circular economy helps to reduce the emissions generated.

Within Taranaki, a regional circular economy approach that supports carbon neutrality and reflects the priorities of the waste hierarchy, could mean:

- Designing out waste and the associated embodied carbon and potential emissions from landfill when constructing local infrastructure and buildings.
- Influencing how we consume things (through behaviour change) will reduce waste and emissions from products we use as a community.
- Keeping products and materials in use through a robust local recovery network which will reduce emissions from transporting material elsewhere in New Zealand or internationally.

- Reusing or using recycled material where more efficient than virgin material.
- Incorporating waste into wider natural systems, which changes the focus to regeneration. For example: organic waste recovery into compost which can be used for planting or biodiversity projects.

1.5 Policies, Plans And Regulations Ngā Kaupapahere, ngā Mahere me ngā Waeture

Circular economy principles are becoming more embedded in policies, plans and regulations. The newly released Te Rautaki Para Waste Strategy (2023) provides strategic direction for New Zealand waste systems from now to 2050. The Waste Minimisation Act 2008 (WMA) is one of the primary pieces of legislation affecting waste and supports the implementation of the strategy. The Act is currently under review and Taranaki will need to be well set up within the plan to implement these legislative changes across the waste sector.

The Waste Strategy is supported by numerous other legislation including the Emissions Reduction Plan and underpinned by local policy (Figure 3).

Figure 3: Policy Context For Waste Management And Minimisation In New Zealand

NEW ZEALAND WASTE STRATEGY					
Legislative Framework					
Waste Minimisation Act 2008 Under Review	Local Government Act 2002	Hazardous Substances and New Org Act 1996	Climate Change Response Act 2002	Other relevant legislation	Other Tools
Waste Minimisation and Management Plans	By-Laws	Regulations and group standards related to waste	Disposal facility regulations	Resesource Management Act 1991 under review	International conventions
Waste Disposal Levy	Council long term plans		National Emission Reduction Plan 2022	Health Act 1959 under reievw	Ministry guidelines, codes of practice, and voluntary initiatives
Waste Minimisation Fund			National Adaptation Plan 2022	Litter Act 1979 under review.	
Product Stewardship					
Other Regulation					

PART 2.

The Current Situation

Tō Nāianeī Pūāhua

This section sets out how we have progressed on our zero waste journey so far, including:

- Our key achievements;
- How effective our current services are;
- Where our waste comes from and what it is made up of;
- How well we are capturing materials for recovery;

It also considers the future demand for waste services as our population and economy grows and changes.

2.1 Our Zero Waste Journey So Far

Tā Mātou Whai kia Parakore, ā Mohoa nei

To assess how we are doing and what we need to focus on next, a Waste Assessment was completed to confirm the key drivers for change, where any gaps or issues are and identify a possible roadmap for future actions.

Since the last Plan was developed in 2017, the region has made significant progress with its actions to divert material from landfill through education and behaviour change, collaboration and new resource recovery services and infrastructure.

2.1.1 What Have We Achieved So Far? Ngā Whakatutukitanga, ā Mohoa nei

In the last six years the Taranaki councils have collaborated to deliver more comprehensive behaviour change programmes under the Zero Waste Taranaki shared platform and education plan and continue to provide a regional approach to kerbside collection and transfer station services.

In New Plymouth district, we have focused on improved infrastructure and services:

- Introducing a kerbside food scraps collection to divert organic waste from landfill for recovery with 1,600 tonnes collected for composting annually;
- In collaboration with Waitara Initiatives Supporting Employment and Sustainable Taranaki, The Junction, a community reuse shop, recycling drop-off and education space, was opened at the resource recovery facility in 2020;
- The Colson Road Regional Landfill closed (2019), and landfill waste is now transported to Bonny Glen Landfill in Marton;
- A new transfer station has been constructed in New Plymouth to allow more efficient waste consolidation for transport, and better diversion of material (greenwaste, glass and timber);
- A commercial waste recovery facility (The Sorting Depot) opened in 2023 targeting reuse of unwanted materials from commercial and construction activity;
- Working with businesses and households to keep materials in use, through initiatives like The Junction, Resource Wise Business, Zero Waste Education in schools and Construction Waste Reduction Plans;
- In collaboration with STDC, SDC, primary processors and Iwi, developed a regional approach to recovering organic materials;
- The Council has developed an Emissions Reduction Plan with reference to waste and circular economy actions.

2.1.2 Infrastructure And Services

Ngā Tūāhanga me ngā Ratonga

Waste and resource recovery infrastructure and services are provided across the region as part of Zero Waste Taranaki. Services are provided by the three councils, contractors to the council, private service providers and community groups across the region. The services currently available are detailed by waste hierarchy category in Table 2.

Table 2: Summary Of Waste Services In Taranaki

Infrastructure/Service	Council Provided	Providers
Reduce	Education and behaviour change (across waste hierarchy) <ul style="list-style-type: none"> Regional education strategy and campaigns TRC education officer available for waste lessons Regional waste minimisation officer National campaigns (LFHW, Plastic Free July etc) Distribution of waste disposal levy grants Tours of waste facilities Social media posts and campaigns Zero Waste Taranaki website Sustainable living education trust licence (STDC) The Junction workshops and community engagement (NPDC) 	<ul style="list-style-type: none"> Kate Meads workshops Taranaki Environmental Education Trust. EnviroSchools Taranaki Conservationists. Curious Minds programme Impact (funded by Ministry for Youth Development –working with youth aged 12-24) Sustainable Taranaki
Reuse	Second hand trading and upcycling <ul style="list-style-type: none"> The Junction reuse shop (NPDC) The Sorting Depot (NPDC) under development NPDC Commercial Reuse and recycling options 	<ul style="list-style-type: none"> Charity shops Websites for reuse, buy and sell (TradeMe, Freecycle) Building recyclers Food banks / soup kitchens
Recycle	Collection <ul style="list-style-type: none"> NPDC – Fortnightly collection of 240 L mixed recycling bin & 60 L glass crate. Collection of whiteware and tyres at Transfer Stations SDC – Fortnightly collection of 240 L mixed recycling bin & 60 L glass crate. Collection of whiteware, E-waste and scrap metal at transfer stations STDC – Weekly collection of 140 L mixed recycling bin & 60 L glass crate. Collection of whiteware and E-waste at transfer stations Public recycling bin collection 	<ul style="list-style-type: none"> Residential kerbside collection by one private contractor Commercial mixed recycling collections by two providers Rural / farm waste recycled through Agrecovery and Plasback Alternative recycling or disposal options (to the kerbside collection) are available for some materials e.g. soft plastics at supermarkets <p>All recycling is processed outside of region</p>
	Transfer Stations <ul style="list-style-type: none"> NPDC has five transfer stations SDC has one transfer station STDC has seven transfer stations 	<ul style="list-style-type: none"> One private transfer station located in NPDC
	Resource recovery facilities <ul style="list-style-type: none"> The Sorting Depot (NPDC) under development New Plymouth Resource Recovery Facility (includes MRF, RTS and The Junction) (NPDC) 	<ul style="list-style-type: none"> Private scrap metal dealers, concrete and untreated timber contractors Private commercial and industrial skip providers

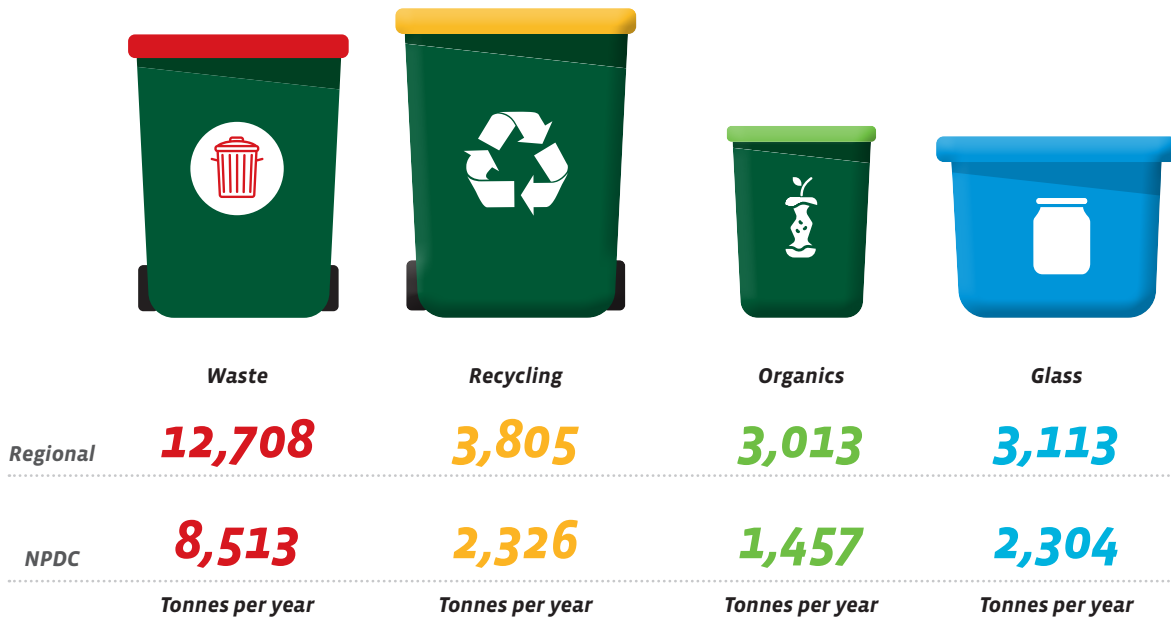
Infrastructure/Service		Council Provided	Providers
Recover	Organic waste collection and drop off	<ul style="list-style-type: none"> NPDC – food scraps collection STDC – Opt-in fortnightly collection of 240 L green waste bin Green waste drop off at New Plymouth, Inglewood, Ōkato, Manaia, Tongapōrutu, Stratford, Eltham, Ōpunakē, Hāwera, Pātea, Waitōtara and Waverly Transfer Stations 	<ul style="list-style-type: none"> Commercial landscaping business and farms (small scale) Commercial collectors processing greenwaste to compost. E.g., Easy Earth Community gardens offering a food waste drop off to compost service
	Hazardous Waste	<ul style="list-style-type: none"> Residential hazardous waste is accepted at New Plymouth and Hāwera transfer stations Agrecovery provide agrichemical collection which is funded by councils 	<ul style="list-style-type: none"> Paintwise paint take back scheme is available at Resene Colourshop in New Plymouth Noel Lemings e-waste recycling service Commercial hazardous waste is collected and transported to Auckland for treatment/disposal
Dispose	Collection	<ul style="list-style-type: none"> NPDC – Fortnightly 140 L bin SDC – Weekly of 120 L bin STDC – Weekly 120 L bin illegal waste dumping collection service Public litter bin service 	<ul style="list-style-type: none"> Private commercial wheelie and front load bin providers
	Transfer Stations	Waste disposal at all transfer stations (user pays)	<ul style="list-style-type: none"> One private transfer station located in NPDC
	Landfill	<ul style="list-style-type: none"> No active landfills in Taranaki region NPDC has 9 closed landfills STDC has 7 closed landfills SDC has 3 closed landfills 	<ul style="list-style-type: none"> N/A

2.1.3 Waste Composition And Flows
Ngā Wehenga me ngā Rerenga Para

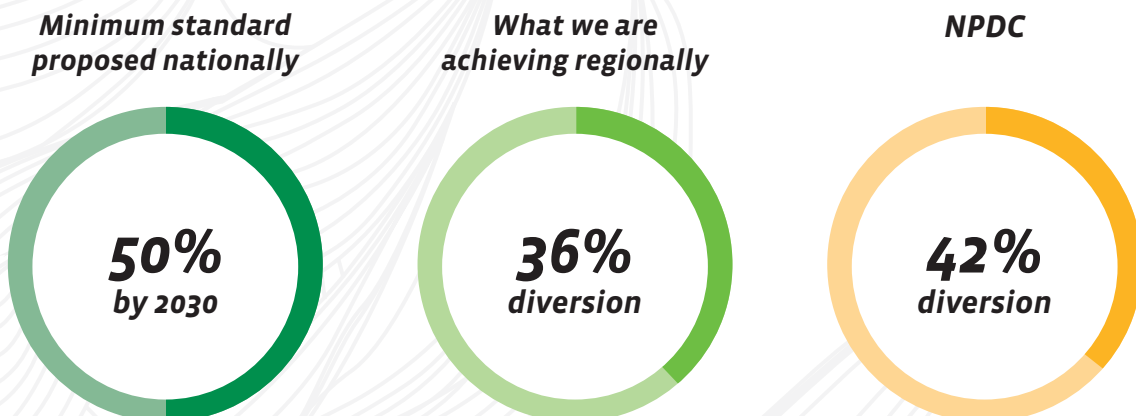
Kerbside Waste

Across Taranaki, more than 22,000 tonnes of waste are collected from kerbside services (Figure 4), with 36% of this material diverted into recycling or composting. Nationally, minimum standards proposed as part of the Te rautaki para Aotearoa / New Zealand Waste Strategy show that Taranaki already achieves 2026 (30%) and New Plymouth is achieving the 2028 (40%) minimum standards for the diversion from waste collected at kerbside. The minimum standard for 2030 (50%) is currently not achieved, regionally or within New Plymouth district.

Figure 4: Total waste collected at kerbside regionally and in the New Plymouth district

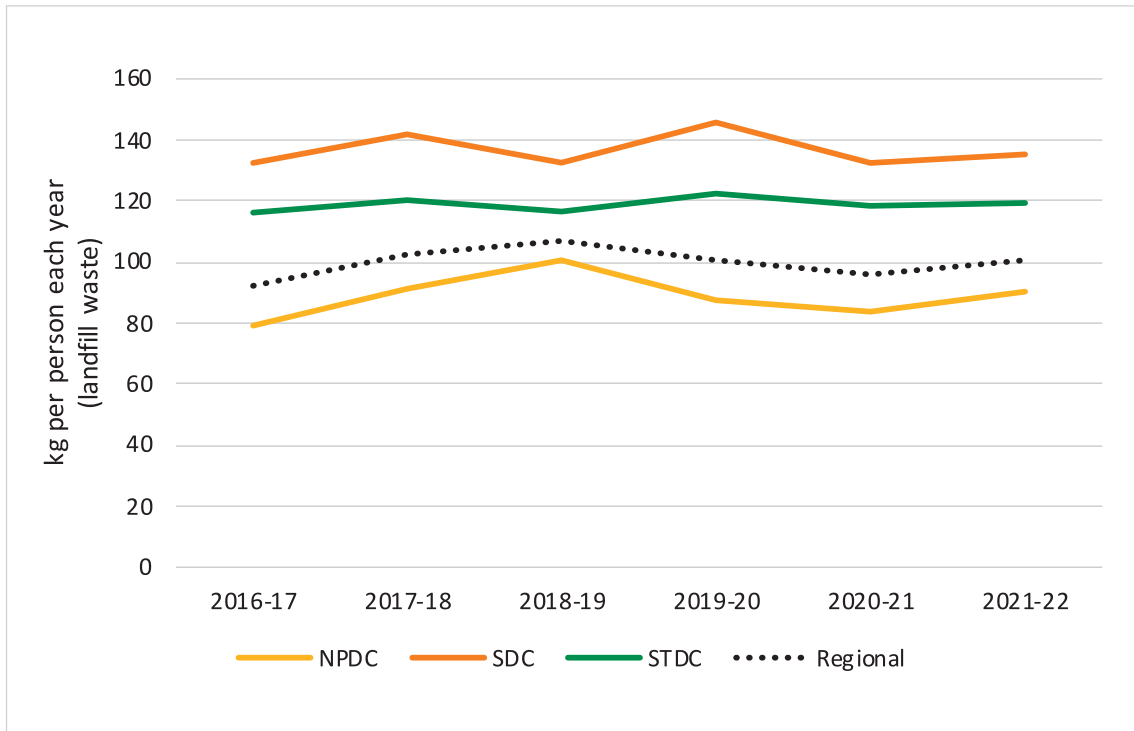


Diversion of waste from kerbside



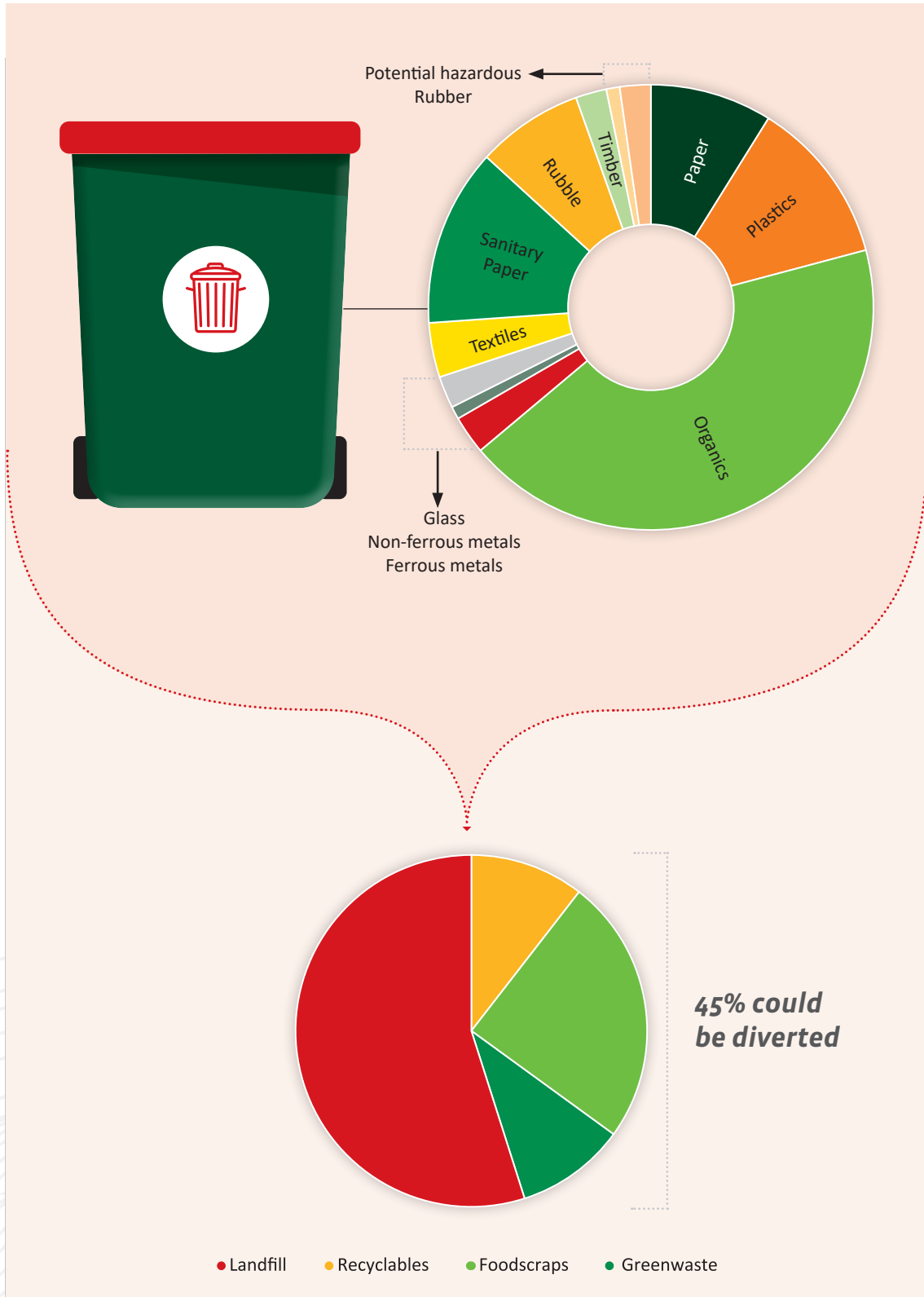
The waste landfilled per person from the kerbside has been decreasing since 2016, and differs across the three districts, reflecting the different levels of service offered. New Plymouth residents, who have a weekly food scraps collection and a smaller fortnightly landfill collection, have the lowest landfill rates of the three districts (Figure 5).

Figure 5: Amount of waste landfilled per person from kerbside collections since 2016



The typical composition of a landfill bin indicates that while residents are using the recycling and organics bins offered through the kerbside services, there is still potential to capture more recyclable material with 45% of waste in the landfill bin that could have been diverted (Figure 6). In particular, better use of the food scraps service, and the introduction of a greenwaste collection service could increase the capture of these materials.

Figure 6: Composition of NPDC landfill bins and how much could still be diverted



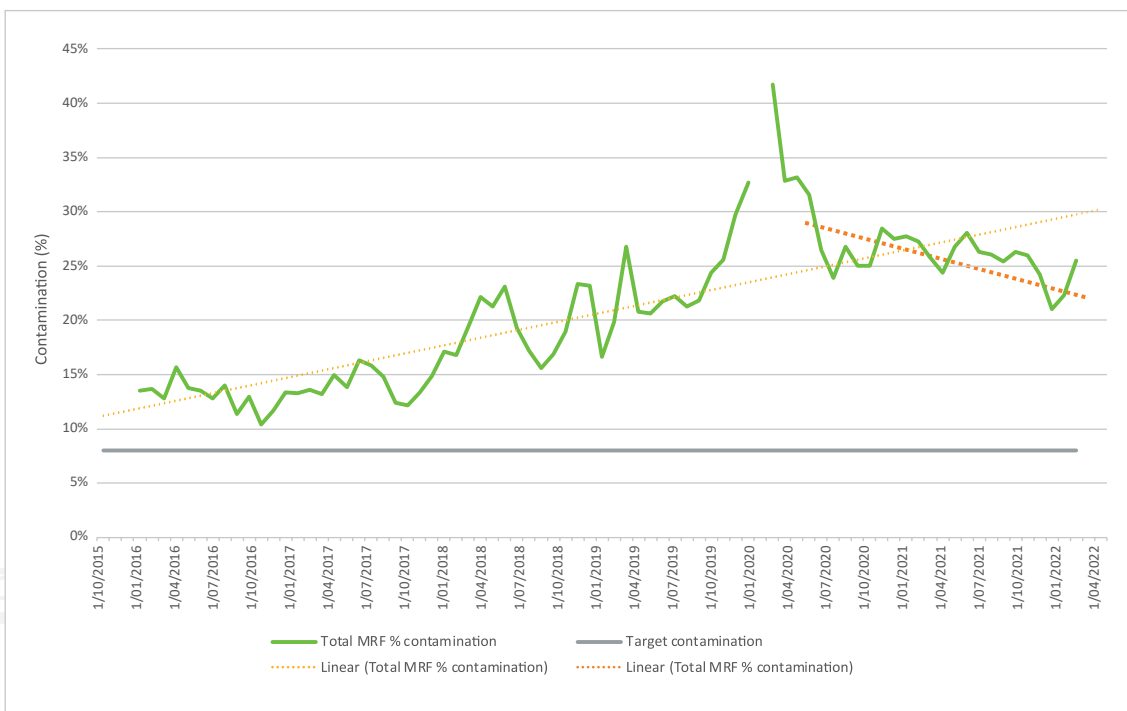
Contamination of collected recyclables with non-recyclable items is an ongoing issue at the kerbside. Contamination rates have fluctuated but increased over time and have never met the 8% target (Figure 7). This is due to:

- Tighter restrictions on China’s acceptance of recyclable materials in 2018 resulting in mixed plastics being temporarily sent to landfill as there was no longer a recycling market for these plastics, and related flooded international markets with mixed paper that was no longer accepted in China, which resulted in a drop in recycling revenue; and
- Publicity and media articles around these changes highlighting how recycling was managed internationally and potentially undermining people’s belief that recycling was occurring, which resulted in less care taken when recycling at home.

- During 2020 when Covid-19 Pandemic lockdowns were introduced, recycling and organic collections across the country (including Taranaki) were temporarily put on hold. When they were reintroduced, it took residents a while to readjust to regular recycling habits.

Since then there has been a downward trend in contamination rates, likely due to post covid adjustments, education to residents on good recycling habits, improvements to the processing facility to detect contamination on the sort line and auditing of kerbside bins and collection vehicles. Even with this decline, contamination rates continue to remain high.

Figure 7: Contamination (non-recyclable items) in recycling bins since 2015



Transfer Stations and the Junction

Since opening in March 2020, The Junction has diverted 314 tonnes of material from landfill through reuse/resale and recycling schemes. Seventy nine percent of the items which enter the facility are sold with the expectation that the majority of these materials are then reused or upcycled and amounts to 70,000 number of items sold through the shop per year.

There are five public transfer stations in the New Plymouth district and 13 regionally. Since 2010 there have been increasing quantities of recoverable materials (Figure 9), however the bulk of material moving through transfer stations is landfilled. As most of the transfer stations have been originally designed as disposal facilities with recovery services added over time, there is an opportunity to redesign / upgrade transfer stations to focus more on recovery and perhaps utilise these sites as part of a region wide resource recovery network.

Timber continues to be the largest component (28%) of transfer waste that is sent to landfill, followed by plastic (15.5%), organics (12.8%), and rubble/concrete (12.3%) (figure 8).

Figure 8 Composition of waste at transfer stations

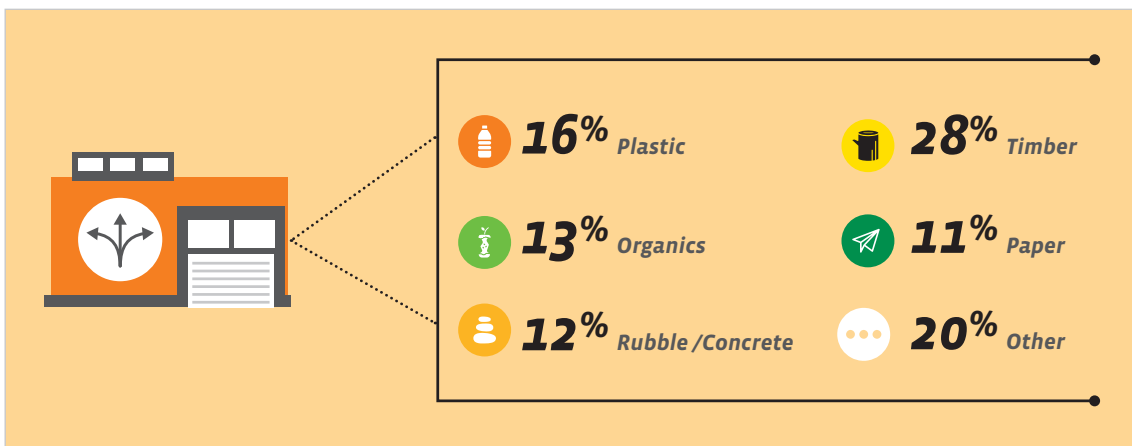
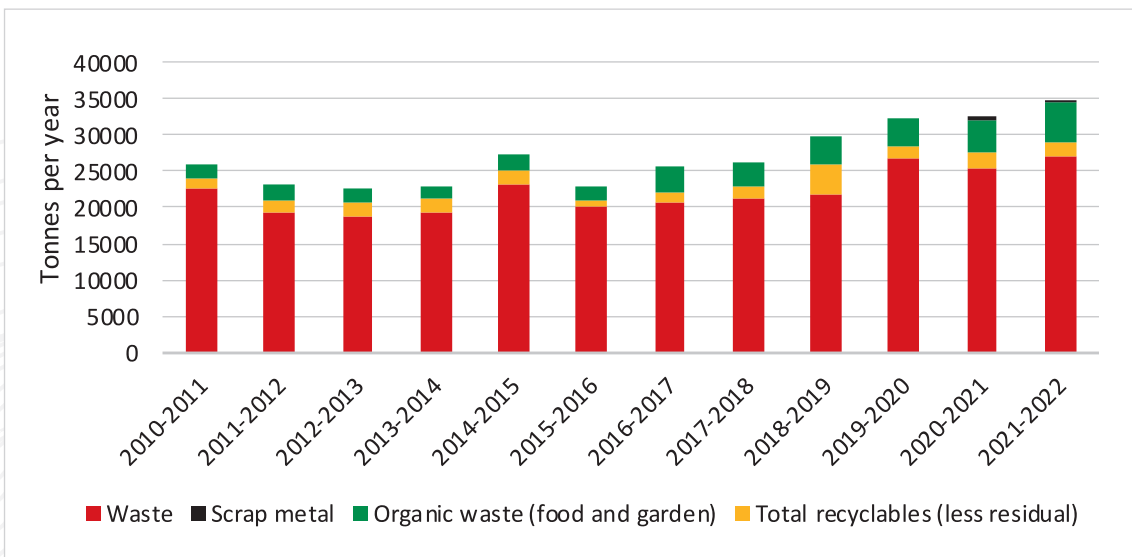


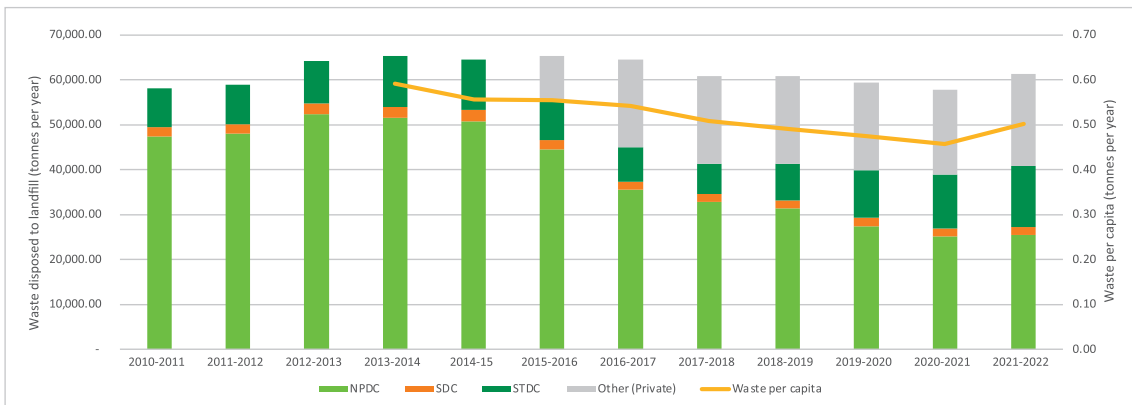
Figure 9 Regional transfer station waste and recovery (council data 2010 - 2022)



Total waste to landfill

The total waste to landfill from across the region including both council and private waste collection, and transfer station services from 2010 to 2022 is summarised in Figure 10. Overall waste to landfill in Taranaki has generally decreased since 2015/16 with a slight increase in 2021/22. Waste per person at a regional level has decreased up to 2020/21 with an increase in 2021/22 but overall, there is a consistent decrease in waste to landfill per person since the last plan in 2017 .

Figure 10: Total waste to landfill



The waste generated in Taranaki comes from commercial and residential sources and some materials are captured through our kerbside collection and transfer stations to be reused or recycled. While some materials are recycled within Taranaki (e.g. concrete, organic material), many are recycled nationally (glass, paper and cardboard, plastics) and internationally (scrap metal). Despite the recovery infrastructure we have, there is still more that could be captured from the waste that is sent to landfill (Figure 11), particularly paper, plastics and glass (from transfer stations and commercial activities) and there are some waste streams that we have limited data for (rural and commercial).

Figure 11: Capture of materials for recovery

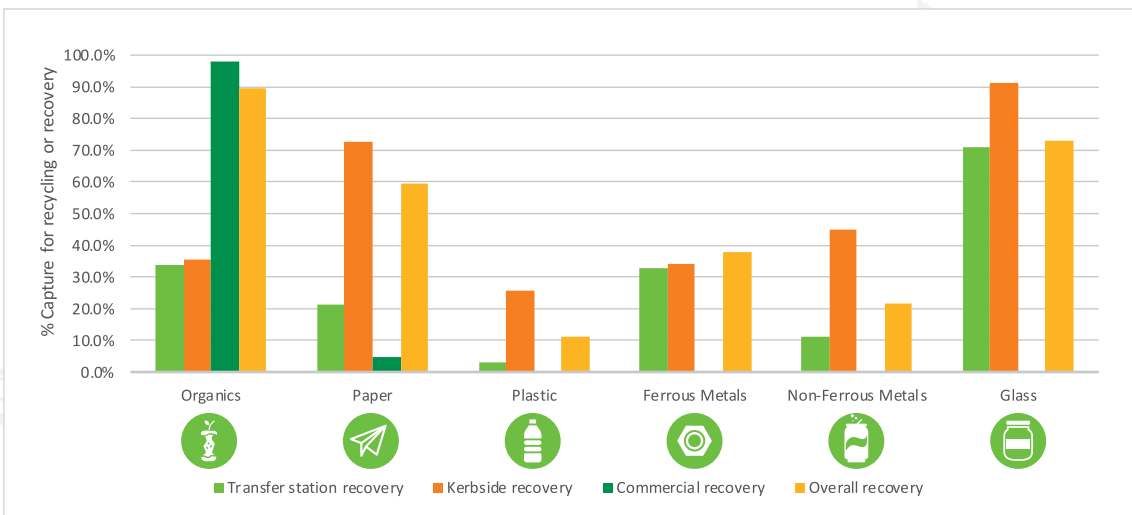
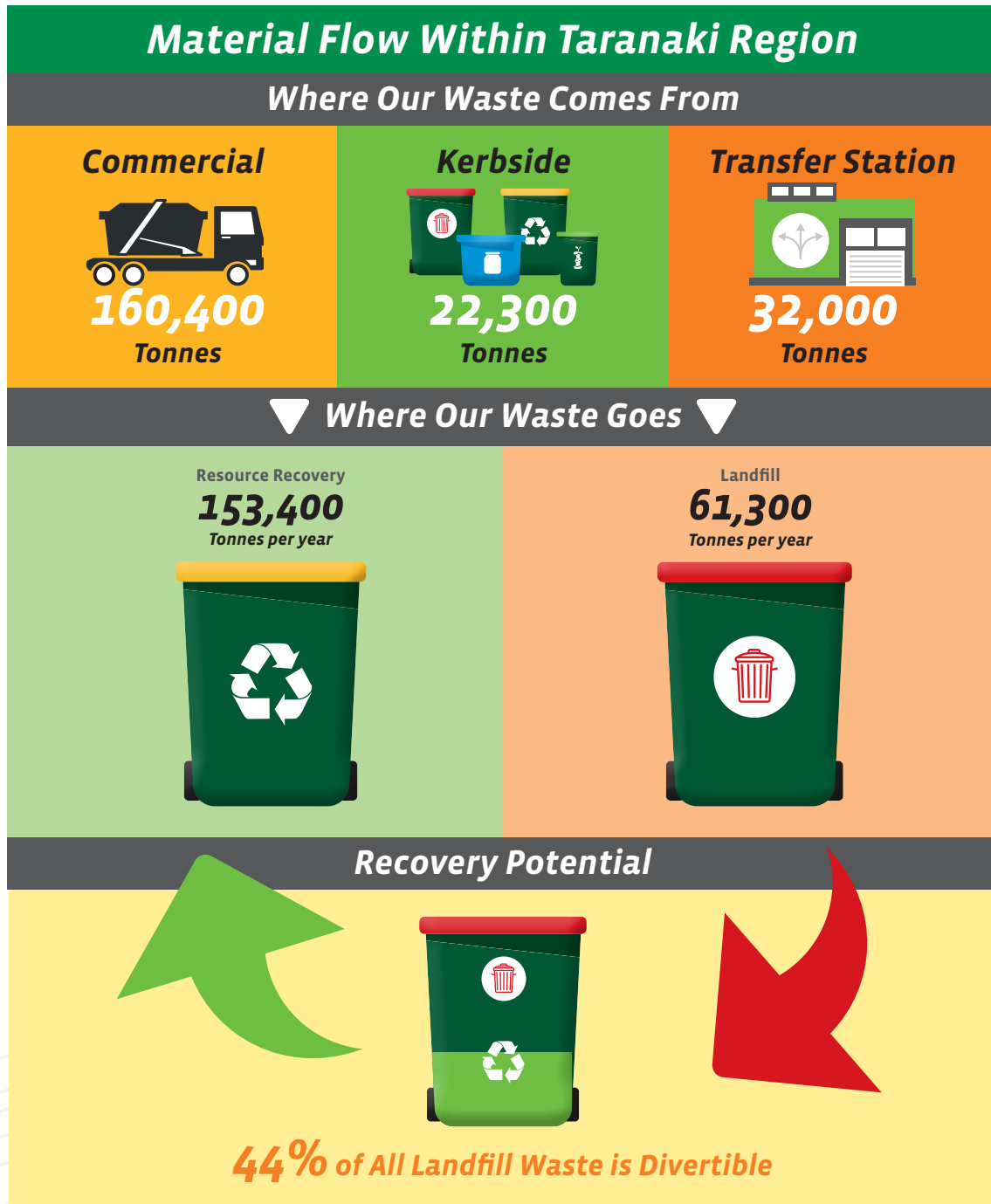


Figure 12: Diagram Of Material Flow Within Taranaki Region



Carbon emissions from waste

Carbon emissions from waste make up 4% of the district's emissions and for NPDC, the latest data on emissions (financial year 2017 – 2018) indicates that waste was 70% of the NPDC organisation emissions profile. Increasing our recovery of material from the waste stream for reuse and recycling reduces the emissions associated with disposal and transport of waste. Transport of waste makes up 12% of emissions (when closed landfills are excluded), compared to landfill disposal (85%).



2.2 Future Waste Projections

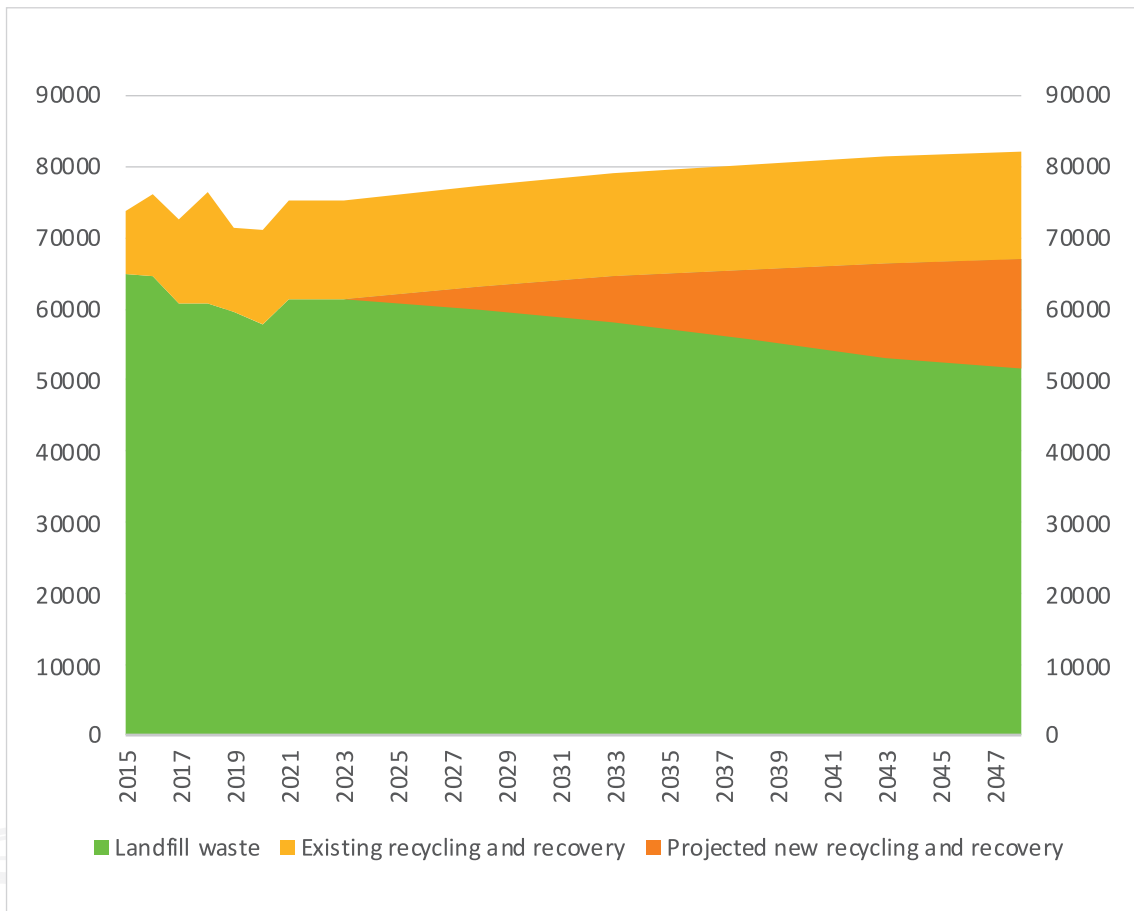
Ngā Matapae Para mō Āpōpō

The factors that have the greatest influence on potential demand for waste and resource recovery services are:

- population and household growth;
- construction and demolition activity;
- economic growth;
- changes in the collection service or recovery of materials.

If the region continues to generate the same volume of waste that is currently generated and with an increasing population expected, waste generation will grow slowly to 2048 (figure 13). Recycling of waste is also expected also to increase which will take waste out of landfills, reducing landfill emissions by 16%.

Figure 13 Forecast waste generation to 2048



2.3 Our Issues And Opportunities

Ā Mātou Take me ngā Arawātea

The Waste Assessment has identified the following issues and opportunities in waste management and minimisation in the district.

Issues:

- Collection of consistent data continues to be a challenge.
- Reporting of emissions associated with waste services and management within the region is not consistent.
- Contamination in kerbside recycling remains consistently high.
- Illegal dumping continues to occur.

Opportunities:

- Keeping materials for processing (recycling and reuse) in the Taranaki region will increase economic opportunities (jobs, materials processing, etc) but relies on sustainable markets for process outputs.
- There is considerable opportunity to increase the capture of materials (specifically paper, metals, and organic materials) for diversion.
- Planned new local infrastructure (e.g. organic material processing facility and The Sorting Depot) will have an impact on the quantity of material which is recycled or recovered.
- Education and behaviour change are important to:
 - Reduce the generation of materials

- Enhance the use of existing infrastructure
- Improve the capture of materials for recycling and recovery
- Address contamination in recycling.
- Further work to increase understanding of the problems associated with farm waste.

2.4 Where Do We Want To Focus Now?

He Aha hei Arongā Ināianeī?

Nationally the waste sector is going through significant change and in conjunction with addressing climate change, we need to ensure our region is well set up for success – our action plan needs to anticipate, resource and implement this change within our local context.

Achieving a circular economy cannot be done by Council alone and progress will rely on everyone taking responsibility, looking at how we can enable our community and collaborate locally and nationally.

Partnering with Iwi and Hapū to identify and deliver outcomes will work towards a Tiriti approach and allow mana whenua to implement kaitiakitanga.

Taranaki has a good foundation of infrastructure and services in place to support a circular economy (The Sorting Depot, Organics Processing Facility and The Junction).

Now our focus is on:

- Enabling our communities to better use our existing services to reduce waste

and capture more material for reuse and recycling;

- Connecting our people, community groups and commercial organisations with each other and the environment;
- Focusing our efforts on changing behaviours that embrace the circular approach;
- Ensuring services and education are equally accessible to everyone including the rural, minority and lower socio-economic communities;
- Ensuring waste services in the region enable resilience, reduce emissions and enhance the natural environment.

Obtaining reliable data on waste and material management activity across the region will be key to informing our future planning and measuring our transition to a circular economy.



PART 3.

Where Do We Want To Be?

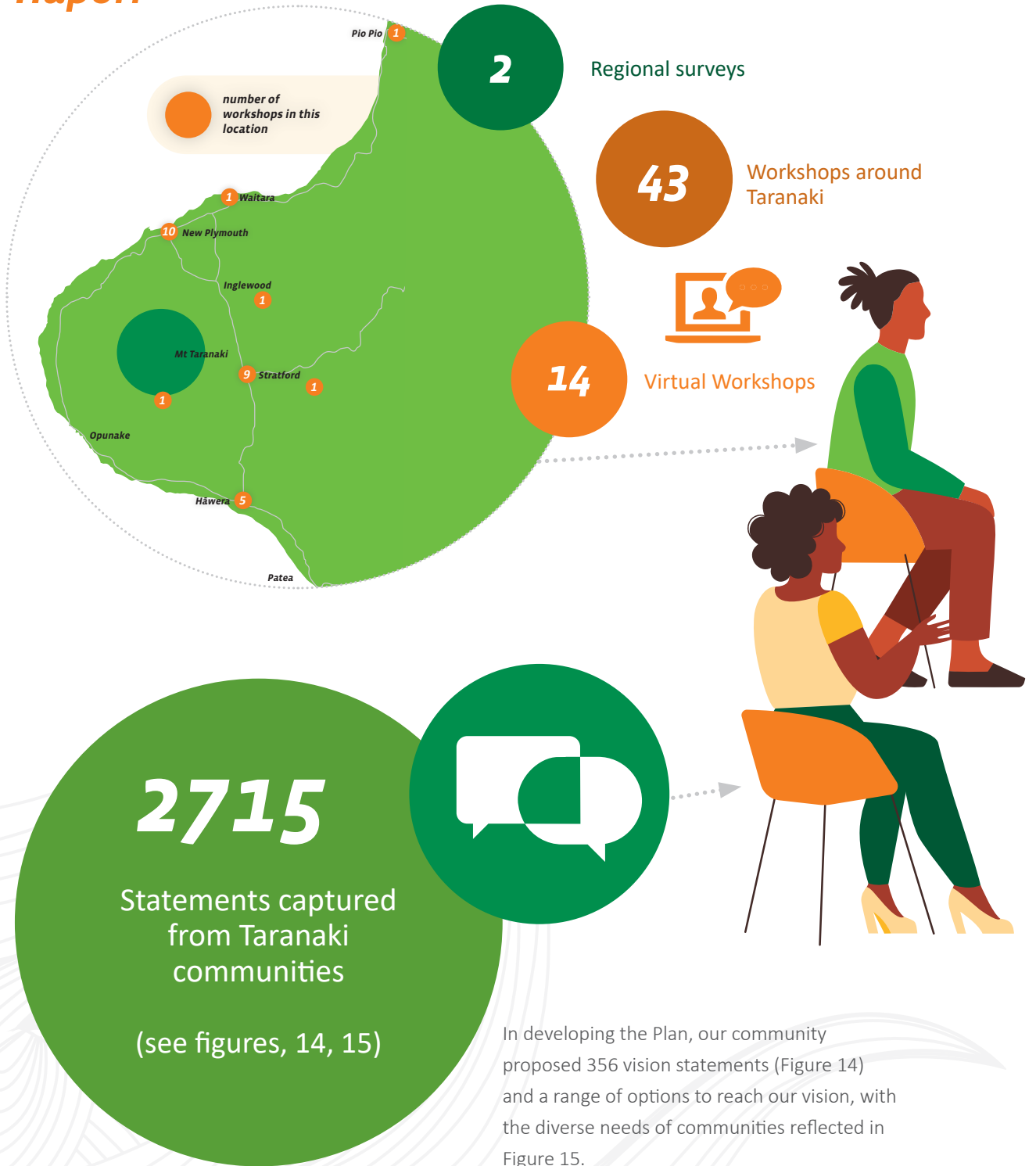
E Ahu ana Mātou ki Hea?

This section summarises where we would like to be in the future in relation to waste (our vision), based on what the community told us was important. In collaboration with mana whenua, guiding principles have also been developed based on te ao Māori.



3.1 What Our Community Told Us Ngā Kōrero mai a te Hapori

The councils have collaborated regionally to engage with our community on what the future could look like for the region in relation to waste management and minimisation.



116

Different groups engaged with *kanohi ki te kanohi* (face to face)

Co-created by:



Rural Sector



Mana Whenua



Community Organisations



Taranaki Local Government



Taranaki Residents



Schools



Construction and Industry



Waste Service Providers



Commercial Sector



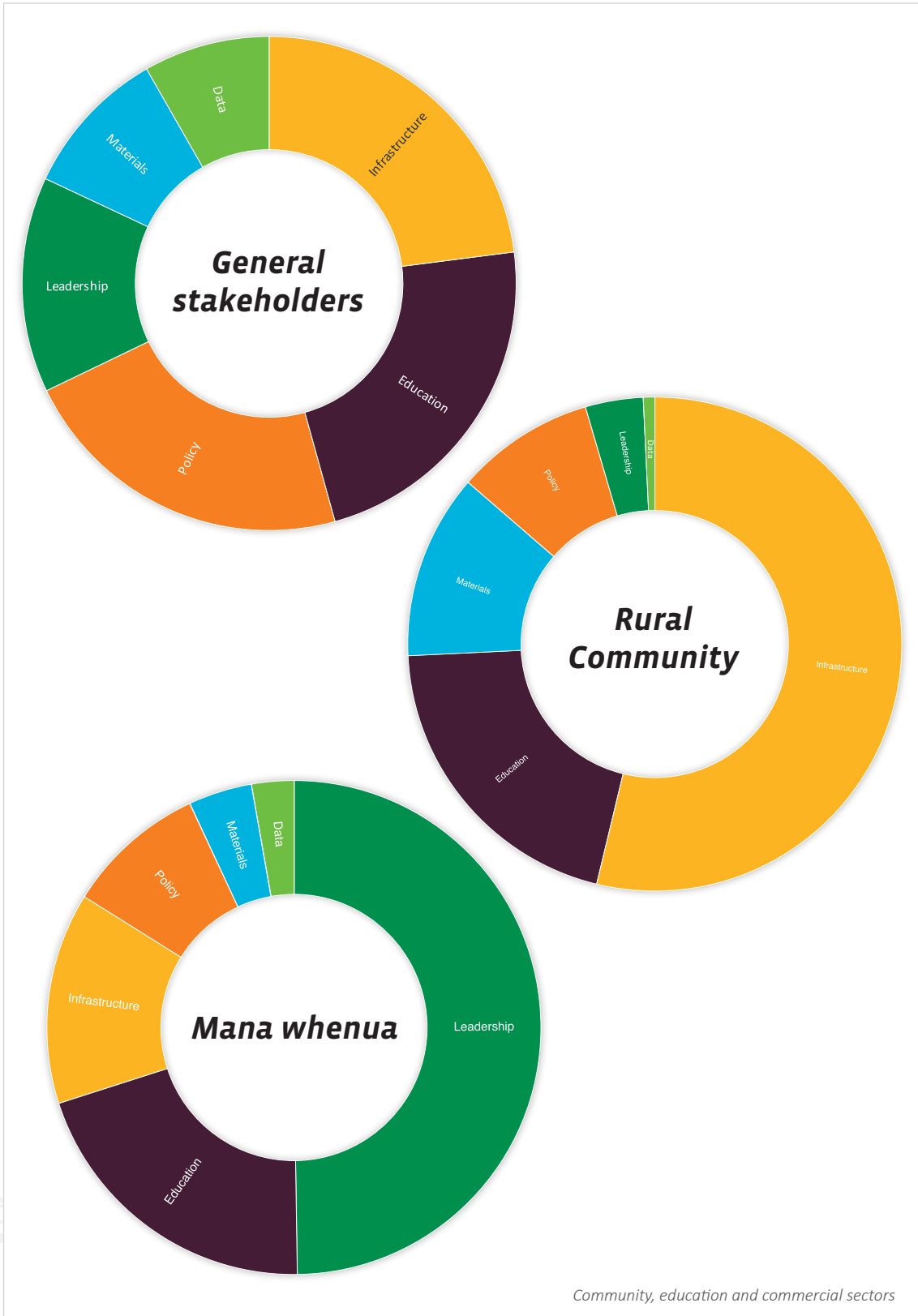
Social Services



1894

People engaged with over workshops and surveys

Figure 15 Summary of option ideas from our community



3.2 Strategic Framework

He Anga Rautaki

The future that we would like to see for waste is driven by a vision and goals framework.

Four key drivers have been considered in developing our future direction.

1. District Councils' Strategic Direction;
2. Te ao Māori;

3. Te rautaki para Waste Strategy 2023; and
4. Circular Economy principles

Building on the Visions, Goals and Objectives set out in the previous plans, a review of where the community wanted our region to be in the future was undertaken. The framework has been expanded to align with Te Ao Māori (Māori World View) by including overarching guiding principles developed with feedback from Taranaki Whānau Whānui (the nine Iwi of Taranaki).

Our guiding principles and associated values underpin our desired outcomes and what we want to achieve in the next six years, our goals and objectives

Guiding Principles



Empowering Partnerships

is a foundational principle in standing up a shared community vision and values. As a community, our efforts will be guided by the principles of partnership, participation and protection as outlined in Te Tiriti o Waitangi.



Responsibility

Waste is the responsibility of us all. We encourage industries and consumers to consider temporal, social, and ecological limitations while prioritising the preservation of our planet.



Connectedness

Connectedness is a powerful tool for waste minimisation, helping to create sustainable practices that promote environmental and human health.



Taiao Ora Tangata Ora

Taiao Ora Tangata Ora refers to the health and well-being of the natural environment. It acknowledges our actions and decisions have a direct impact on the environment, and the state of the environment also effects our physical, spiritual, mental and emotional health.

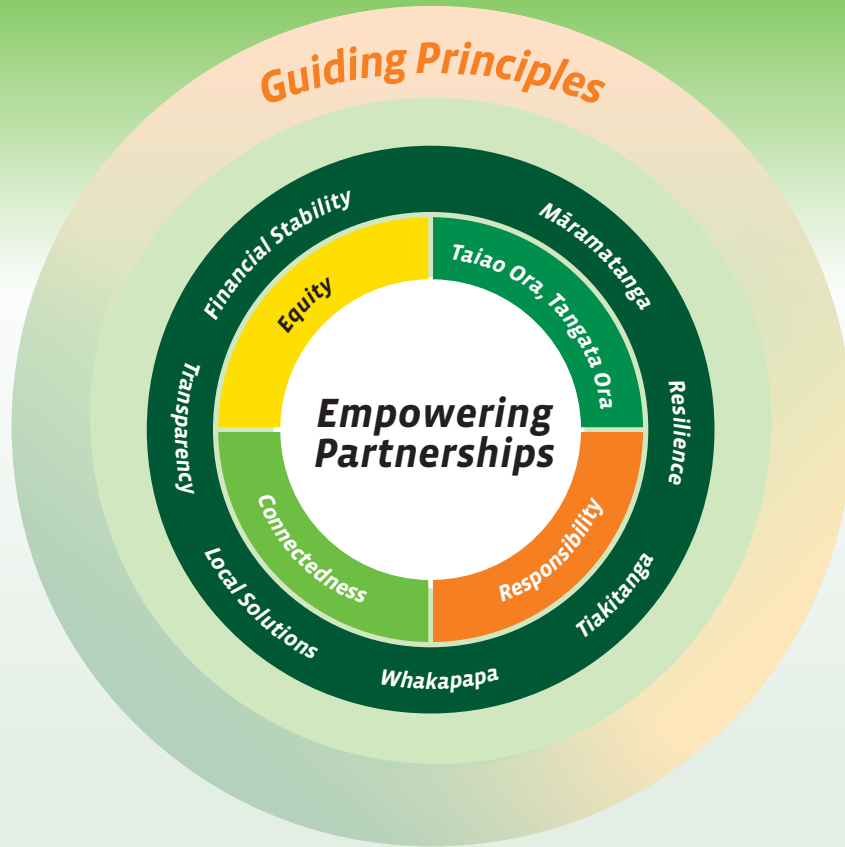


Equity

We aim to ensure the costs and benefits of change are distributed equally among communities and across generations. This means that waste reduction initiatives should not disproportionately burden certain groups of people or communities, such as low-income or marginalized populations.

Zero Waste 2040

Empowering Taranaki to Achieve a Circular Economy



Goals



Provide local solutions that make the most out of materials



Provide methods to help people use materials wisely.



Enhance the environment through low waste and low emissions solutions

Objectives



Behaviour Change



Collaboration and Partnerships



Innovation and Leadership



Accessible Facilities and Services

* Māramatanga - Acquisition of knowledge and wisdom through learning and experience to develop a range of solutions to meet the needs of households, businesses, and communities.

**Tiakitanga - Our inherited rights and obligations to ensure the mauri of the environment and community resources are healthy and strong.

***Whakapapa - Ancestral lineage and interconnectedness between people and the nature. It traces the origins of the universe and explains our place in the world.

The full guiding principles model and the explanation for all terms can be found in appendix 1.

3.3 Targets And Measurement

Ngā Ūnga me ngā Inenga

Targets for Taranaki reflect the targets set out in the Te rautaki para Aotearoa / New Zealand Waste Strategy and have been adjusted to reflect the local context.

Table 3: Targets for Taranaki

Targets	NPDC		Regional	
	Baseline21/22	Target	Baseline21/22	Target
Waste generation³				
Reduce the amount of material entering the waste management system by 10% per person by 2029	0.49	0.44	0.58	0.52
Waste to Landfill				
Reduce the total waste tonnes per capita going to the regional landfill by 30% per person by 2029 (T/capita/annum)	0.20	0.46	0.31	0.22
Reduce the total waste tonnes per household going to landfill from the Council kerbside collection (T/person/year)	0.17	5% per year	0.18	5% per year
Diversion of Waste				
Increase the amount of household waste diverted to recycling (Council provided kerbside collection only). ⁴	42%	<ul style="list-style-type: none"> • 30% by July 2026 • 40% by July 2028 • 50% by July 2030 	36%	<ul style="list-style-type: none"> • 30% by July 2026 • 40% by July 2028 • 50% by July 2030
Reduce contamination of Council provided kerbside recycling delivered to the Material Recovery Facility	21.45%	15% by 2029/ 2% reduction per year	21.45%	15% by 2030/ 2% reduction per year

³ Council data used for baseline as there is limited data on district and region wide waste generation.

⁴ National minimum standards proposed as targets.

Targets	NPDC		Regional	
	Baseline21/22	Target	Baseline21/22	Target
Waste Emissions				
Increase organics capture at transfer station and kerbside to 50% by 2029		50% capture of organic material by 2030	36.5%	50% capture of organic material by 2030
Reduce the biogenic methane emissions from waste by 2030. ⁵	TBC	30%	TBC	30%
Customer Satisfaction				
Percentage of community satisfied with the solid waste service.	78%	>80%	N/A	N/A
Total number of complaints received about the Council's solid waste service	1.75 complaints per 1,000 households	≤2	N/A	N/A
Equity and Access				
Increase awareness and use of council services (biennial survey)	N/A	N/A	34% awareness 19% usage	5% increase in awareness and use between surveys
Enhance the environment				
Maintain 100 per cent compliance with resource consent conditions for Council-operated solid waste district facilities	100% compliance	100% compliance	100% compliance	100% compliance
Community Engagement				
Three annual education campaigns on waste minimisation	13	3	3	3
Waste community engagement survey completed every two years	N/A	N/A	1	1

⁵ Includes emissions from transport, disposal and processing of waste.

3.4 Our Contribution To Creating A Circular Economy

Ā Mātou Mahi kia puta mai ai he Ōhanga Āmiomio

Councils intended role is to meet future forecast demand for the district, along with providing opportunities for those who reside, work, and use the district to manage their consumption as part of a circular economy.

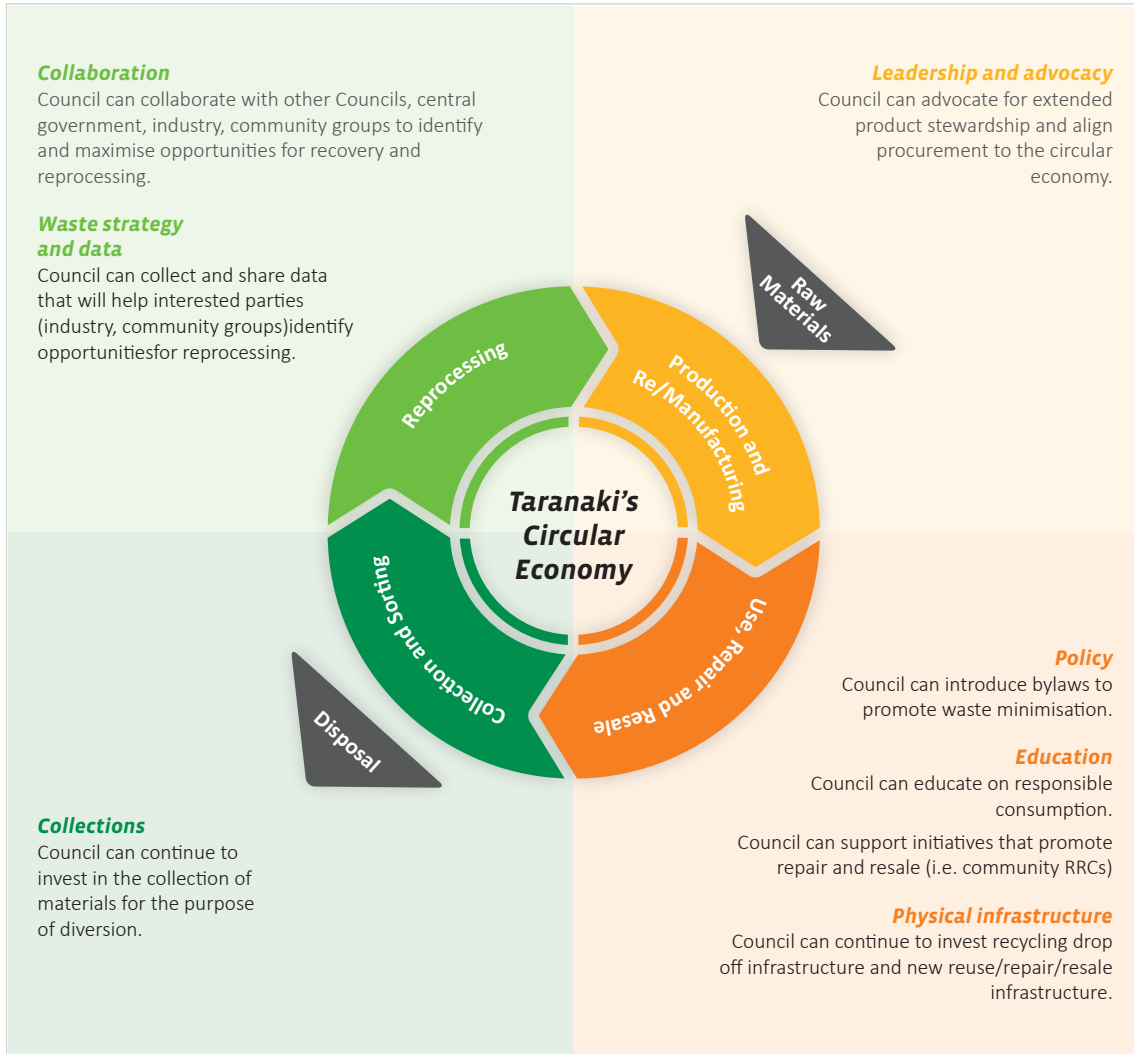
The councils currently provides a significant proportion of the waste services in the district via a regional contract for kerbside and transfer station services. Delivering these services ensures that the Council provides for public health and gives effect to the Waste Minimisation Act. The Council also provides and/or funds waste minimisation activities, including:

- Working with others, including community groups, iwi, the private sector, and the other councils in the region, to achieve waste management and minimisation goals.
- Investing in waste facilities.
- Distributing waste levy funds in support of waste management and minimisation goals.
- Educating the community in waste minimisation.
- Monitoring and measuring waste flows and information in order to inform planning and decision making. It is intended that Council will enforce bylaws to improve data to this effect.
- Researching and considering implementation of new activities to divert waste from landfill.

It is intended that the Council will continue to build on these activities as outlined in the action plan provided in part 6 of this plan (Figure 16).



Figure 16 Council's role in the Taranaki circular economy



PART 4.

Funding The Plan

Te Tautoko ā-Pūtea i te Mahaere

This section outlines how the plan will be funded, including how any waste levy funding will be distributed.

4.1 Plan Implementation

Te Whakatinana i te Mahere

In 2022/23, the cost of the Council's waste management and minimisation services was \$17.2 million, funded by user fees, waste levies and rates. The cost of waste is expected to increase with an increase in the levy placed on all waste disposed to landfill. However, this also provides an increase in levy returns to councils that can be invested in new waste minimisation activity.

4.2 Proposed Funding Sources

He Puna Pūtea Tautoko

Waste services are funded through general rates, a targeted rate (kerbside collection), waste levies, revenue from the sale of recyclable commodities and from user charges at transfer stations, The Sorting Depot and the Resource Recovery Facility. Recycling and domestic volumes of hazardous waste are not charged to the user.

Capital improvements are funded from development reserves and borrowing, while the renewal and replacement of assets is funded from NPDC's renewal reserves.

4.3 Waste Minimisation Levies

Te Tahua Whakaiti Para

All waste levy funding received by the Council is spent on waste minimisation activities, including providing grants, supporting contract costs or as infrastructure capital. The Council has flexibility in the timing and way waste levy funds are utilised. Funds can be pooled with other councils or pooled for several years to use for infrastructure development, as long as this use is provided for and explained in the plan.

4.4 Provisions For Granting And Advancing Monies *Ngā Paearu Tuku Pūtea*

The Council may make grants or financial advances to any person, organisation, group, or body of people for the purpose of promoting or achieving waste management and minimisation (section 47 of the Act). In deciding whether to fund such proposals, the Council will consider the following criteria:

- The benefits of a proposal in relation to present and future needs of the district;
- The extent to which the benefits of the proposal are public or private;
- The extent to which a proposal contributes to goals and objectives set out in this Plan;
- The cost of the proposal, including funding sources;
- The effects of the proposal on waste minimisation of any existing waste minimisation services; facilities or activities, either provided by the Council or by others.

A grant or financial advance may be made subject to any terms or conditions that the Council thinks fit, including that an advance of money is free of interest.

4.5 Provisions For Waiving Waste Disposal Charges *Ngā Paearu Whakataha Utu mō te Whiu Para*

The Council may waive waste disposal (landfill, collection) charges, in full or in part, in certain circumstances. In deciding whether to waive charges, the Council must be satisfied that:

- Waiving charges will not significantly prejudice the attainment of the Plan's objectives;
- The charges are clearly unreasonable or inappropriate in the particular case;
- The benefits of waiving charges in relation to providing for community events or needs in the district outweigh the costs;
- There is no potential for adverse effects on the environment or public health.

Any waiving of waste disposal charges may be made subject to any terms or conditions that the Council thinks fit.



PART 5.

Monitoring, Evaluating And Reporting Progress

Te Aroturuki, te Arotake me te Pūrongo i ngā Kokenga

Ensuring we deliver on our plan is an important part of our journey to Zero Waste and a more circular economy. This section details how we will measure the effectiveness of our plan, and what data we will collect.

5.1 Monitoring and Reporting

Te Aroturuki me te Pūrongo

The Council will monitor and report on the implementation of the Plan. Monitoring will address the targets set out in this plan and the effectiveness of the action plan. Monitoring will include:

- Quantity and composition of waste and captured materials;
- Origin of the waste;
- Monitoring of specific waste streams such as illegal dumping;
- Progress in capturing more reuse data (through The Junction and The Sorting Depot);
- Effectiveness of actions in the Plan and progress towards the targets set;
- Compliance with legislative requirements;
- Better capture and reporting of circular economy activities and emissions generated from waste.

5.2 Evaluation And Review Of The Plan

Te Arotake i te Mahere

A full review of the plan will be conducted by the Council at intervals of not more than six years after adopting the Plan or the last review. Any review of the Plan will be preceded by a Waste Assessment under section 51 of the Act.



PART 6.

Action Plan

Te Mahere

Whakatinana

6 Action Plan

Te Mahere Whakatinana

This action plan outlines a six-year programme to work towards the vision and targets presented in this Waste Management and Minimisation Plan. Any significant changes to current levels of service will be incorporated into the Council's Long-Term Plan process and are subject to public consultation. The action plan has been designed to meet the requirements of the Waste Minimisation Act 2008 and the Local Government Act 2002, by including all practicable options to achieve the Council's waste minimisation objectives. These options have been assessed in terms of their future social, economic, environmental, and cultural impacts on the district and its residents, and alignment with the Te rautaki para Aotearoa / New Zealand Waste Strategy.

There are four areas of focus that will help Taranaki move towards a circular economy and Zero Waste vision.

1. National policy and work programme – setting up Taranaki well for the future changes

2. Data – improving planning and transparency through reporting about our waste
3. Key waste streams and material capture
4. Circular Economy.

For each focus area, the action plan presents:

- Specific actions to address the issue, including whether it is a new or existing action;
- Whether the action is NPDC specific or a regional action;
- How the action aligns with the strategic framework;
- Councils intended role;
- Funding source, such as whether actions will be funded through rates, user fees and waste levies;
- Position on the waste hierarchy.

These actions are derived from priority options identified in the Waste Assessment and community consultation which have been developed to address the vision of the plan and key issues and gaps.

Table 4 Issues and Gaps

National Policy and Work Programme

Setting up Taranaki well for the future

Data

Improve planning and transparency through reporting about our waste

Key Waste Streams and Material Capture

- *Commercial waste including construction and demolition material*
- *Organics*
- *Rural waste services*
- *Illegal dumping*
- *Increase effectiveness/use of collection and resource recovery services, and reduce contamination in recycling*

Circular Economy

- *Reuse and repair culture embedded in the region*
- *Influence behaviour around what we can consume and increasing recovery of materials*
- *Supply chain and community engagement and action in circular economy*
- *Reduce carbon emissions alongside waste reduction plan adaptation to climate change*

6.1 National Policy And Work Programme Te Kaupapahere ā-Motu me te Hōtaka Mahi

Current Actions	New Actions	Regional (R) or District Specific (NP, S, ST)	Alignment with Strategic Framework	Councils Intended Role	Funding Source	Target Addressed	Waste Hierarchy
Future Proofing For Change							
<ul style="list-style-type: none"> Building relationships with mana whenua Building relationships with waste service providers Advocate to central government through Taranaki Solid Waste Management Committee 	Investigate options with mana whenua for increased participation in governance or decision making	R	G2 / GP1	Enabler, collaborator	Rates, waste levy	All	All
	Collaborate with waste service providers to develop ways to achieve diversion targets ⁶	R	G1, G2 / GP2, GP3	Collaborator; enabler	Rates, waste levy	2, 3, 4	All
	Advocate to central government to: <ul style="list-style-type: none"> Mandate sustainability ratings on product packaging Additional regulated product stewardship schemes, right to repair legislation and container return scheme Organics ban to landfill as part of creating value for organic waste and reducing GHG emissions 	R	G2 / GP2, GP4, GP5	Advocate	Rates, waste levy	1, 2, 3, 4	All
	Plan a regional approach for Building Act changes for waste reduction in construction as part of building consents	R	G2 / GP4	Regulator	Rates, waste levy	1, 2, 3, 4	Reduce, reuse, recycle, recover
<ul style="list-style-type: none"> Regional collaboration to align services, manage joint contracts and infrastructure, and regionally consistent messaging 	Implement product stewardship schemes, plastic bans and national behaviour change programmes within the region	R	G2 / GP3, GP4, GP5	Service provider, collaborator, enabler	Waste levy, user fees	All	Reduce, reuse, recycle, recover
	Review bylaws to establish regional consistency for construction waste, illegal dumping, waste licensing, rural waste activities, mandating reusable items (e.g. bowls and cups) at events and set a minimum standard for waste at Council events, recycling contamination	R	G2 / GP4	Regulator	Rates, user fees	All	All
	Continue to collaborate on region wide sustainable behaviour change programmes which communicate positive environmental impacts	R	G2 / GP2, GP3, GP4	Advisor; enabler	Waste levy, rates	1, 2, 3, 4, 7, 8	Reduce, reuse, recycle, recover

⁶ This action also applies to the following focus areas – key waste streams (increase effectiveness of services) and circular economy (increasing recovery of materials); includes establishing voluntary material capture targets for industry

6.2 Data Ngā Raraunga

Current Actions	New Actions	Regional (R) or District Specific (NP, S, ST)	Alignment with Strategic Framework	Councils Intended Role	Funding Source	Target Addressed	Waste Hierarchy
Improving Planning And Transparency Through Reporting About Waste							
<ul style="list-style-type: none"> Provide data in accordance with national standards and align to the national waste data framework 	Plan for implementation of the national waste licensing for updated data collection on material and waste flows	R	G2 / GP2, GP4	Service provider, collaborator	Waste levy, rates, user fees	All	All
	Expand regional waste reporting to include carbon emissions by waste stream	R	G2 / GP3	Service provider, collaborator	Waste levy, rates	4	All
	Investigate methods to gather data on circular economy activity	R	G2 / GP2	Service provider, collaborator	Waste levy, rates	All	Reduce, reuse, recycle
<ul style="list-style-type: none"> Zero waste Taranaki website 	Share information around circular activity, recovery of materials and what happens to them, and waste trends?	R	G2 / GP1, GP2, GP4	Service provider	Waste levy, rates	All	All
	Utilise the Zero Waste Taranaki website to host information and provide regular data to the community through dashboards.	R	G2 / GP3, GP4	Advisor; enabler	Waste levy, rates	All	All
<ul style="list-style-type: none"> Support with contestable funds using waste levy revenue 	Investigate best channels to promote the Zero Waste Fund to iwi, hapū, marae and whānau.	R	G2 / GP3, GP5	Advisor; enabler	Waste levy	1, 2, 3, 4, 6	All
	Promote how waste levy grant funding has been distributed within the region	R	G2 / GP4	Advisor	Waste levy	8	Reduce, reuse, recycle

⁷ This action also applies to the Circular Economy focus area

6.3 Key Waste Streams Ngā Pūtakenga Para Matua

Current Actions	New Actions	Regional (R) or District Specific (NP, S, ST)	Alignment with Strategic Framework	Councils Intended Role	Funding Source	Target Addressed	Waste Hierarchy
Commercial Waste Including Construction And Demolition (C&D) Material							
<ul style="list-style-type: none"> Bylaw construction Waste Reduction Plans Support with contestable funds using waste levy revenue Licensing waste operators for data collection 	Evaluate existing Construction Waste Reduction Plans to feed into plan for Building Act changes	NP	G2 / GP4	Regulator	Waste levy, user fees, rates	1, 2, 3, 7	All
<ul style="list-style-type: none"> The Sorting Depot Building reuse shops including The Junction Concrete recycling Hazardous waste disposal services 	Expand recovery options through transfer station and resource recovery network ⁸ (including through The Sorting Depot)	NP	G1, G3 / GP2, GP3	Service provider; collaborator; enabler	Waste levy, user fees, rates, contestable funds	2, 3, 4, 5, 6, 8	Reuse, recycle
<ul style="list-style-type: none"> Clean fills across Taranaki 	Support development of local processing and new markets for treated timber and other materials that are transported out of region for recycling ⁹	NP	G1, G3 / GP1, GP2, GP5	Enabler; service provider; collaborator	Waste levy, user fees	2, 3, 4, 5, 6, 7, 8	Reuse, recycle, recover
<ul style="list-style-type: none"> Zero Waste Taranaki website (including A-Z recycling directory) 	Establish a clean fill site at the Colson Road Landfill as part of rehabilitation of site and for controlled disposal of uncontaminated soil	NP	G3 / GP2, GP3	Service provider	User fees, rates	6, 7	Disposal
<ul style="list-style-type: none"> Commercial Waste Minimisation Advisor support Waste Reduction Guide Resource Wise Business 	Expand website and A-Z recycling directory to highlight circular services in the region ¹⁰	R	G2 / GP2, GP3, GP5	Service provider	Waste levy, rates	1, 2, 3, 4, 5, 6, 8	Reduce, Reuse, recycle, recover
	Connect construction organisations and existing material reusers and consumers	R	G2 / GP1, GP2, GP3	Enabler; collaborator	Waste levy, rates	2, 4	Reuse, recycle, recover
	Expand behaviour change programme and advisor resource to support commercial sector to transition to a circular economy ¹¹ .	NP	G2 / GP1, GP2, GP3	Enabler; service provider; collaborator	Waste levy, user fees, rates	1, 2, 4, 6, 7	All
	Collaborate with demolition industry to deconstruct rather than demolish.	NP	G2 / GP1, GP2, GP4	Enabler; collaborator	Waste levy	1, 2, 7	All

⁸ This action addresses multiple focus areas | ⁹ Action also addresses Organics and Circular Economy focus area | ¹⁰ This action addresses multiple focus areas
¹¹ Support to focus on: encouraging source segregation of construction materials; collaborating with design and construction organisations to share knowledge on sustainable building methods and designing waste out of the construction process; utilising existing construction waste reduction resources and share in accessible formats

Current Actions	New Actions	Regional (R) or District Specific (NP, S, ST)	Alignment with Strategic Framework	Councils Intended Role	Funding Source	Target Addressed	Waste Hierarchy
Organics Recovery²²							
<ul style="list-style-type: none"> Bylaw mandates household landfill containers must not contain compostable green waste Contestable funds using waste levy revenue 	Introduce a green waste kerbside collection	NP	G1 / GP3, GP5	Regulator, service provider	Waste levy, rates, user fees	2, 3, 4, 5, 8	Recycle
<ul style="list-style-type: none"> NPDC food scraps collection service Transfer station greenwaste Out of region organic processing facilities and small community groups activity Council / industry collaboration on EOI for organic material processing facility in Taranaki The Sorting Depot (for timber) 	<p>Collaborate to establish a regional organic processing facility(ies) in Taranaki that aligns with iwi environmental bottom lines and contributes to food resilience or natural systems through a community based network</p> <p>Establish a community-based composting network through marae, community gardens, planting our place initiatives and food resilience projects, complementing a larger regional processing facility</p>	R	G1, G3 / GP1, GP2, GP4	Enabler; service provider; collaborator	Rates, user fees, contestable funds	2, 4, 6, 7	Recycle
<ul style="list-style-type: none"> Council educational resources and workshops available Regional education plan Dedicated behaviour change organics focus 	Continue and expand behaviour change programme to include reducing food waste, food rescue, using kerbside service and composting, and how this links to food resilience and reducing carbon emissions ¹³	R	G2 / GP2, GP3, GP5	Collaborator, advisor	Waste levy, rates	2, 4, 6, 7, 8	Recycle
					Waste levy, user fees, rates	1, 2, 3, 4, 5, 6, 8	Reduce, reuse, recycle

¹² Organics actions also contribute to Circular Economy (emissions reduction) focus area

¹³ Actions to utilise community case studies of initiatives and services available through platforms appropriate to the different audience

Current Actions	New Actions	Regional (R) or District Specific (NP, S, ST)	Alignment with Strategic Framework	Councils Intended Role	Funding Source	Target Addressed	Waste Hierarchy
Rural Waste Services							
<ul style="list-style-type: none"> Support with contestable funds using waste levy revenue Rural supply stores offer some recycling drop-off as part of voluntary product stewardship schemes. Agrecovery and Plasback collections Council educational resources and workshops available Regional education plan 	Create a network of recovery facilities through existing transfer stations ¹⁴	R	G2 / GP3, GP5	Enabler; service provider	Waste levy, rates, user fees	2, 3, 4, 5, 6, 7, 8	All
	Extend kerbside collection to rural areas, marae, business and not-for-profit organisations where feasible	NP, S	G2 / GP3, GP5	Service provider;	Rates, user fees	2, 3, 4, 5, 6, 8	All
	Investigate and implement mobile transfer station for waste and recycling for rural community	R	G2 / GP3, GP5	Service provider; collaborator; enabler	Waste levy, rates, user fees	2, 3, 4, 5, 6, 8	Recycle, Dispose
	Develop rural waste minimisation programme utilising existing rural networks (i.e. Taranaki Catchment Communities) ¹⁵	R	G2 / GP1, GP3, GP5	Enabler; collaborator; advisor	Waste levy, rates, user fees	1, 2, 3, 4, 5, 8	All

¹⁴ This action addresses multiple focus areas; includes upgrading transfer stations to improve safety and customer experience, and expanding what can be accepted for reuse or recycling options available and understanding local issues; and providing on-farm guide to waste minimisation

¹⁵ This programme could include evaluating barriers and benefits of reducing waste and preferred methods of communication, presence at rural community events to communicate resource recovery

Current Actions	New Actions	Regional (R) or District Specific (NP, S, ST)	Alignment with Strategic Framework	Councils Intended Role	Funding Source	Target Addressed	Waste Hierarchy
Increase Effectiveness And Use Of Collection And Resource Recovery Services, And Reduce Contamination In Recycling							
<ul style="list-style-type: none"> Waste bylaws for all councils Regional collaboration to align services, manage joint contracts and infrastructure, and regionally consistent messaging Expansion of the kerbside collection service to businesses, marae and not-for-profit organisations Regional waste minimisation officer 	<p>Implement and promote national standardised recycling material accepted in kerbside collections</p> <p>Establish hubs or collection points for product stewardship schemes at existing council or community sites and promote on websites and other communication channels</p>	R	G2 / GP2, GP3, GP5	Service provider; enabler;	Waste levy, rates, user fees	2, 3, 5, 6	Recycle
<ul style="list-style-type: none"> Glass and mixed recycling containers provided to all urban areas in region Transfer stations available across the region 	<p>Retrofit or include in new bins, RFID tags to allow better identification and follow up of properties with kerbside contamination, and report data collected publicly</p>	NP	G2 / GP4	Service provider	Waste levy, rates	2, 3, 5	Recycle
<ul style="list-style-type: none"> Council educational resources and workshops available Bin inspections and composition audits Three strikes approach to contamination warnings Regular campaigns on how to use the service well Regional education plan 	<p>Increase accessibility of information (easy read, multilingual including Te Reo, various platforms)</p> <p>Expand behaviour change programme and utilise targeted methods of education to reach specific communities on how to maximise the use of council services for waste reduction, increased recycling and circular economy</p>	R	G2 / GP1, GP3, GP5	Advisor; enabler	Waste levy, rates	1, 2, 3, 5, 6, 8	All
		R	G2 / GP3, GP4, GP5	Advisor; enabler	Waste levy, rates, user fees	1, 2, 3, 4, 5, 6, 8	Reduce, reuse, recycle, recover

Current Actions	New Actions	Regional (R) or District Specific (NP, S, ST)	Alignment with Strategic Framework	Councils Intended Role	Funding Source	Target Addressed	Waste Hierarchy
Illegal Dumping							
<ul style="list-style-type: none"> Waste bylaws for all councils Community groups who complete voluntary clean ups of beaches, parks etc to be given free access to Transfer Stations to dispose of waste 	Collaborate with organisations to clean up and address hotspots or illegal dumpers (i.e. DoC, TRC, district councils, NZTA, Charity reuse shops) to enhance the environment	R	G3 / GP1, GP2, GP4	Advocate; enabler; advisor; collaborator	Rates, user fees	5, 6, 7	Disposal
	<ul style="list-style-type: none"> Transfer stations accept all household waste streams, including hazardous waste Communication of services through council websites, paper based and radio 0800 dumping number to report dumped waste Regional educational plan 	<p>Offer alternative disposal and or recycling options for commonly dumped materials through partnerships with product stewardship schemes or other services e.g. Rebound mattress recycling programme, tyrewise</p> <p>Establish a bookable collections system to recovery bulky waste items (e.g. whiteware)</p> <p>Investigate the drivers and motivations for illegal dumpers and develop targeted behaviour change techniques to engage with illegal dumpers</p>	R	G1, G2, G3 / GP2, GP3, GP5	Collaborator; enabler; service provider	Waste levy, rates, user fees	2, 3, 5, 6, 7
		R	G1, G2 / GP3, GP5	Service provider; enabler	Waste levy, rates, user fees	3, 5, 6	Reuse, recycle
		R	G2 / GP4	Advisor	Waste levy, rates	2, 3, 6, 7	All

6.4 Circular Economy He Ōhanga Āmiomio

Current Actions	New Actions	Regional (R) or District Specific (NP, S, ST)	Alignment with Strategic Framework	Councils Intended Role	Funding Source	Target Addressed	Waste Hierarchy
Reuse And Repair Culture Embedded In Region							
<ul style="list-style-type: none"> Contestable funds using waste levy revenue 	<p>Investigate and implement share schemes of items through for example existing infrastructure or via a product/material sharing platform</p> <p>Expand and promote Zero Waste Grants to support initiatives that promote reuse and repair</p>	R	G1, G3 / GP1, GP2, GP3, GP5	Service provider; enabler	Waste levy, rates, user fees	1, 2, 3, 4	Reduce, reuse
<ul style="list-style-type: none"> The Junction Re-filleries at supermarkets and other retail stores The Sorting Depot 	<p>Collaborate with community groups and repair businesses to expand 'repair cafes' throughout region</p>	R	G2 / GP1, GP4, GP5	Advocate; enabler; advisor	Waste levy	1, 2, 3, 4, 6	Reuse
<ul style="list-style-type: none"> Council educational resources and workshops available. Promote reuse initiatives (Again Again, Bringit reusable cups and containers) Zero Waste Taranaki Website 	<p>Encourage community groups to register on nationwide circular economy platforms e.g. Project Moonshot or regional platforms including Zero Waste Taranaki</p>	R	G1, G2 / GP1, GP3, GP5	Collaborator; enabler	Waste levy, rates, user fees	1, 2, 3, 4, 6	Reuse
			G2, G3 / GP2, GP3, GP4	Advisor; enabler	Waste levy, rates, user fees	1, 2, 4, 6	Reduce

Current Actions	New Actions	Regional (R) or District Specific (NP, S, ST)	Alignment with Strategic Framework	Councils Intended Role	Funding Source	Target Addressed	Waste Hierarchy
Influence Behaviour Around What We Consume And Increasing Recovery Of Materials							
<ul style="list-style-type: none"> Contestable funds using waste levy revenue Plastic bans Kerbside service, transfer stations and reuse options (The Junction) The Sorting Depot Organic EOI under way Council educational resources and workshops available Waste audit services to community, businesses and schools Regional educational plan 	Expand and promote Zero Waste Grants to support initiatives that promote circular economy in different communities including iwi, hapū, marae and whānau	R	G2 / GP1, GP4, GP5	Advocate; enabler; advisor	Waste levy	1, 2, 3, 4, 6	Reduce, reuse, recycle, recover
	Work with local retailers (larger corporate and local) to promote better purchasing choices using incentives and positive approaches	R	G1 / GP4	Advocate; enabler; advisor	Waste levy, rates	1, 2, 4, 6, 8	Reduce, reuse, recycle
	Expand behaviour change programmes and resource for the community, schools and industry focusing on steps to become more sustainable ¹⁶	R	G2 / GP2, GP4	Advisor; enabler; collaborator	Waste levy, rates, user fees	All	All

¹⁶ This action could include reducing waste from food shopping, textile waste and the effects, responsible consumer habits etc, and utilising rewards

Current Actions	New Actions	Regional (R) or District Specific (NP,S, ST)	Alignment with Strategic Framework	Councils Intended Role	Funding Source	Target Addressed	Waste Hierarchy
Supply Chain And Community Engagement And Action In Circular Economy							
<ul style="list-style-type: none"> Contestable funds using waste levy revenue 	<ul style="list-style-type: none"> Develop and implement a Taranaki Circular Economy Road Map across sector groups which identifies current and potential future activities which align with circular economy approach 	R	G2, G3 / GP1, GP2	Advocate; enabler; collaborator	Waste levy, rates	1, 2, 3, 4	All
<ul style="list-style-type: none"> Emissions Reduction Plan Council educational resources and workshops available 	<ul style="list-style-type: none"> Implement behaviour change programme documenting product lifecycles and how circular products can be embedded in Taranaki Develop communications plan with Māori 	R	G2 / GP2, GP3	Advisor; enabler	Waste levy, rates	1, 2, 3, 4, 5, 6, 8	All
		R	G2 / GP1, GP2, GP3, GP5	Advisor; enabler	Waste levy, rates	1, 2, 3, 4, 6	All

Current Actions	New Actions	Regional (R) or District Specific (NP, S, ST)	Alignment with Strategic Framework	Councils Intended Role	Funding Source	Target Addressed	Waste Hierarchy
Reduce Carbon Emissions Alongside Waste Reduction And Plan For Adaptation To Climate Change							
<ul style="list-style-type: none"> Emissions Reduction Plan Development and implementation of a Decarbonisation Process that integrates emissions reduction into decision making 	<p>Engage with supply chain, private sector and mana whenua to find opportunities to collaborate to reduce waste and emissions</p> <p>Update procurement policies for council projects to incorporate and prioritise broader outcomes for the community</p>	R	G2 / GP1, GP2	Collaborator; enabler	Waste levy, rates,	1, 2, 4	All
<ul style="list-style-type: none"> Electric truck fleet for part of kerbside collection Allow for innovation to reduce emissions in tender of regional waste services contract 	<p>Increase local recycling / reuse infrastructure to enhance climate change resilience</p>	R	G2, G3 / GP1, GP2, GP4	Regulator; enabler	Waste levy, rates, user fees	1, 2, 4, 7	All
<ul style="list-style-type: none"> Landfill gas capture at closed Colson Road landfill Identified closed landfills at risk of erosions due to sea level changes and extreme weather events Feasibility study to expand landfill gas capture network at closed Colson Road landfill 	<p>Monitor and remediate historic landfills at risk of coastal or river erosion</p> <p>Undertake infrastructure improvements at the Colson Road Landfill to address climate change¹⁷</p> <p>Engage with mana whenua to plan the future use of the Colson Road Landfill site</p> <p>Establish a regional emergency management plan for waste resulting from civil defence events</p>	R	G3 / GP2, GP4	Service provider	Rates, contestable funds	7	Disposal
<ul style="list-style-type: none"> Regional educational plan 	<p>Implement behaviour change programmes regionally which communicate positive environmental impacts and acknowledges connection people and their environment</p>	NP	G3 / GP2, GP4	Service provider	Rates	4, 7	Disposal
		NP	G3 / GP1, GP2, GP3	Collaborator, advisor; enabler;	Rates	6, 7	Disposal
		NP	G3 / GP1, GP2, GP3	Collaborator, service provider, advisor	Rates	4, 7	All

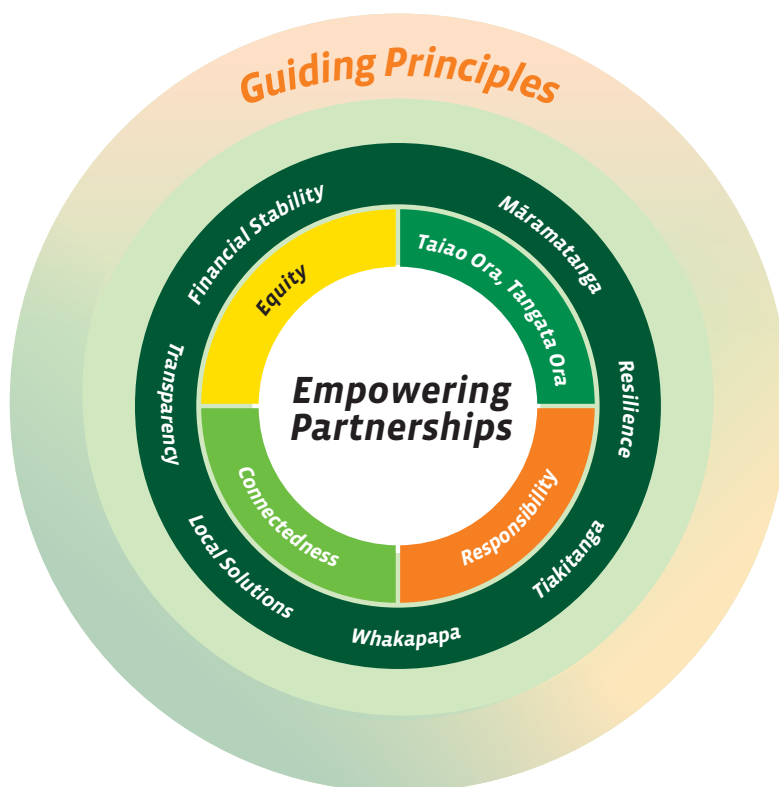
¹⁷ Action includes landfill gas capture expansion if feasible and upgrade to leachate overflow system



Appendix

Appendix

Guiding Principles, Values and Outcomes



* Māramatanga - Acquisition of knowledge and wisdom through learning and experience to develop a range of solutions to meet the needs of households, businesses, and communities.

**Tiakitanga - Our inherited rights and obligations to ensure the mauri of the environment and community resources are healthy and strong.

***Whakapapa - Ancestral lineage and interconnectedness between people and the nature. It traces the origins of the universe and explains our place in the world.

GUIDING PRINCIPLES

Empowering Partnerships

Empowering Partnerships: is a foundational principle in standing up a shared community vision and values. As a community, our efforts will be guided by the principles of partnership, participation and protection as outlined in Te Tiriti o Waitangi.

In the context of waste minimisation, Te Tiriti o Waitangi recognises the importance of the relationship between Māori and their natural resources. It acknowledges Māori communities as kaitiaki (guardians) of the land, water, and air, and recognises an inherent responsibility to protect and preserve these resources for future generations. This means Māori are not only engaged in decision-making processes, but are active participants in ensuring waste minimisation efforts positively impact all communities.

Taiao Ora Tangata Ora

Health and well-being of the natural environment, including the land, water, air, and all living beings.

This principle recognises that we are an integral part of the natural world and our well-being reflects the health of our environment. Our actions and decisions have a direct impact on the environment, and the state of the environment also affects our physical, spiritual, mental, and emotional health.

When we focus and respect our inter-connectedness with the environment and work towards sustainable practices that promote the health and well-being of the natural world we promote the systems for health and well-being within ourselves.

In practical terms, Taiao Ora Tangata Ora involves practices such as sustainable resource management, conservation efforts, and reduction of pollution. It also involves respecting and learning from indigenous knowledge and practices that have sustained the environment for generations.

Connectedness

Can be a powerful tool for waste minimisation, helping to create sustainable practices that promote environmental and human health.

We acknowledge the inter-connectedness between systems, places and generations in order to think of waste and its relationship to other environmental, social and economic issues, including climate change, biodiversity and localism/regionalism.

This principle recognises that waste reduction is not just about reducing the amount of waste that is generated but also about understanding the impact that waste has on the environment and on human health.

Connectedness is the quality of our relationship within communities. It emphasises the need for humans to live in harmony with our environment, systems, homes and workplace.

By applying the principle of connectedness, waste reduction efforts can be designed to address the root causes of waste generation and to promote sustainable practices that minimise waste. For example, waste reduction efforts can focus on reducing the use of single-use products, promoting recycling and composting, and encouraging the use of renewable resources.

Responsibility

Waste is the responsibility of us all.

We encourage industries and consumers to take into account temporal, social and ecological boundaries, choosing to respect our planet's limits.

We consider how the social situation of individuals, whanau, hapū, iwi and communities, and their locations- rural and urban affect their perspectives.

Enable people, businesses and organisations and sectors to do the right thing, by improving systems, services and information.

Equity

We aim to ensure the costs and benefits of change are distributed equally among communities and across generations.

We recognise equity is an important guiding principle in waste minimisation because it ensures that the benefits and costs of waste reduction efforts are distributed fairly among all members of society. This means that waste reduction initiatives should not disproportionately burden certain groups of people or communities, such as low-income or marginalized populations.

We recognise the unique perspectives, needs and approaches facing different local communities, businesses, hapū, iwi and whanau.

VALUES

Whakapapa

- Whakapapa provides a framework for managing our environmental and cultural resources.
- We value the perspective that we are all interconnected; we are linked through our genealogies, our relationships with each other, and our inseparable ties with all living and non-living entities with whom we share this planet.

Tiakitanga

- Tiakitanga frames our intergenerational rights and responsibility to ensure the mauri of the environment and community resources are healthy and strong, and the life-supporting capacity of ecosystems is preserved.
- Kaitiakitanga is an active responsibility to preserve and protect people and the planet-today and for generations to come.

Local Solutions

- Our local solutions, information, systems and processes- make the right choice- the easy choice.
- We recognise that local solutions in waste minimisation can help to create more sustainable and resilient communities, reduce environmental impacts, and promote economic development.
- We value community-led development to form part of the circular economy and create new economic opportunities.
- Engaging communities in the planning and implementation of strategic local initiatives, providing education and training opportunities, and creating partnerships between community groups, government agencies, and other stakeholders create local solutions with greater buy in and movement toward behaviour change.

Transparency

- Transparency is essential for creating a culture of sustainability and responsible waste management.
- We build trust and accountability by having transparent data and reporting, which can lead to greater collaboration and cooperation in waste minimisation efforts.
- We tell our Taranaki waste story to celebrate our resource recovery journey (reflecting on successes and lessons) in order to support a culture of excellence.
- When waste reduction efforts are transparent, it is easier to identify successes and champions, and areas where improvements can be made and to hold individuals and organisations accountable for their actions. This can help to ensure that waste reduction goals are met and that resources are used in the most efficient and effective way possible.

Financial Sustainability

- Ensure our actions promote financial sustainability by encouraging diverse co-investment solutions to support long-term change.
- Develop innovative business models, new markets and more demand for circular solutions, and recycled materials.
- We encourage businesses to demonstrate their commitment to environmental and economic sustainability. By reducing waste, businesses can conserve resources, reduce pollution and greenhouse gas emissions, and save money on disposal and other costs.
- Strategic funding and investment needs to be prioritised to build local capability and capacity, to address local challenges and opportunities.

Resilience

- A resilient waste management system is able to maintain its performance and effectiveness in the face of unforeseen challenges, while minimising waste generation and maximising resource recovery.
- Aim for Taranaki to become as self-sufficient at managing its own waste.
- We create opportunities to help build awareness of the circular economy to inform and inspire local communities to adopt circular practices.
- We encourage collaboration to strategically look at the entire value chain of products and services in Taranaki, to encourage a strong regional circular economy.
- We recognise that communities will be strengthened by common sense strategies that reduce the environmental impact of waste disposal and promote sustainable waste management practices.

Māramatanga

- Māramatanga refers to the acquisition of knowledge and wisdom through learning and experience to develop a range of solutions to meet the needs of households, businesses and communities.
- We value knowledge in the pursuit of knowledge and understanding as an enabler of change.
- We are open to the insights shared by each other and appreciate the opportunity to deepen our understanding through events and activities that support a learning process.

OUTCOMES

Circular Economy

- The circular economy is an economic system that aims to keep resources in use for as long as possible, maximising their full value and minimising waste. This can be achieved through practices such as recycling, reusing, repairing, and remanufacturing.
- A circular economy supports designing products and processes with a focus on reducing waste and increasing resource efficiency. This can include implementing closed-loop systems where waste is used as a resource for new products or processes, encouraging the use of recycled materials, and promoting the sharing or leasing of products rather than ownership.
- By prioritising circular economy outcomes, local communities and businesses can not only reduce waste and environmental impact but also create new economic opportunities and increase resilience in the face of resource scarcity.

Community Ownership

We value community ownership because it:

- Encourages responsibility and accountability with individuals, households, businesses and wider community.
- Promotes co-operation, coordination and collaboration in local neighbourhoods and communities-deepening connections and sustainable outcomes.
- Raises community leadership and empowerment.
- Promotes new ideas and strategies through the bottom-up approach.
- Responds to the needs of people of respective communities.
- Increases community participation.

Low waste society

- A low waste society is achieved through a combination of approaches, including waste reduction, reuse, and recycling. These approaches help to minimise waste generation and ensure that the waste that is produced is managed in an environmentally friendly way.
- A low waste society targets: waste generation, waste disposal and waste emissions and complements a low emissions circular economy.
- Participation and cooperation of individuals, households, businesses, and governments are central to the success of achieving a low waste society.

Regenerative Outcomes

- Regenerative practices help communities to become more resilient in the face of challenges such as climate change, natural disasters, and economic shocks.

- Regenerative practices can help to restore damaged ecosystems and improve biodiversity. This can lead to a healthier and more resilient natural environment.
- By reducing waste, we conserve resources such as energy, water, and raw materials. This can help to create a more sustainable and regenerative system.
- A circular economy frames waste as a resource that can be reused, recycled, or repurposed. This can lead to the creation of new products and services, and a reduction in the need for virgin materials.

Collaboration

- This outcome refers to the result of effective collaboration among individuals or groups. Done well, this can lead to:
 1. improved relationships, increased trust, and better outcomes for all involved.
 2. result in the creation of new ideas, products, or services that benefit the community as a whole.
 3. The pooling of resources to achieve more than they could on their own.
- Collaboration brings people with different skills, experiences, and perspectives together, leading to innovative and creative solutions to community challenges.
- Collaboration encourages a positive sense of community and belonging. When people work together, they develop relationships and build trust, which can lead to stronger social connections and a greater sense of community.
- Collaborative efforts can also help to break down barriers and promote inclusivity, as people from different backgrounds and communities come together to work towards a shared goal.
- Collaboration is at the heart of building strong and resilient communities, promoting social connections and inclusivity, and achieving positive outcomes for all members of the community.

Environmental Revitalisation

- The restoration of degraded ecosystems, improving air and water quality, reducing pollution, conserving biodiversity, and mitigating the impacts of climate change form part of natural climate solutions in resource recovery.
- Community involvement is a critical aspect of environmental revitalisation, as it fosters a sense of ownership and responsibility for the environment, and encourages individuals to take action to protect and restore it.
- The benefits of environmental revitalisation are numerous, including: improved health and well-being for residents, increased economic opportunities through sustainable development, and enhanced resilience to the impacts of climate change.
- Environmental revitalisation helps to strengthen social cohesion and foster a sense of community pride and identity.







Te Kaunihera-ā-Rohe o Ngāmotu

**New Plymouth
District Council**