

## Summary Report – On Our Way To Zero Waste Survey 2022



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## Introduction

The purpose of this report is to assess the efficacy of Zero Waste Taranaki 's educational behaviour change campaigns, tools and services. The findings from this research will be used to inform future campaigns, programmes and services to increase action in waste reduction to achieve the goal of zero waste in Taranaki

## Background

New Plymouth District Council ("NPDC"), Stratford District Council ("SDC") and South Taranaki District Council ("STDC") all share a vision to work towards zero waste. As outlined in each district's Waste Management and Minimisation Plan, behaviour change is a key focus area to achieve this vision. Operationally, this has involved the delivery of targeted education campaigns based on research and a commitment to review the effectiveness of these campaigns. The 'On Our Waste to Zero Waste' survey is a leading example of this commitment.

This approach is documented with the Regional Behaviour Change Strategy, which supports a consistent application of this methodology across the region. The principles guiding the Regional Behaviour Change approach are outlined below.

### Circular Economy<sup>1</sup>

**Figure 1 - Circular Economy**



Design out waste and pollution. Keep products and materials in use. Regenerate natural systems.

Image: The Ellen MacArthur Foundation

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<sup>1</sup> Ōhanga āmiomio - Circular economy | Ministry for the Environment

**The three global principles of a circular economy are:**

**Design out waste, pollution, and ideally emissions, from the beginning of a product's lifecycle** – Waste is viewed as a design flaw. Loss of materials and energy through the production process is minimised.

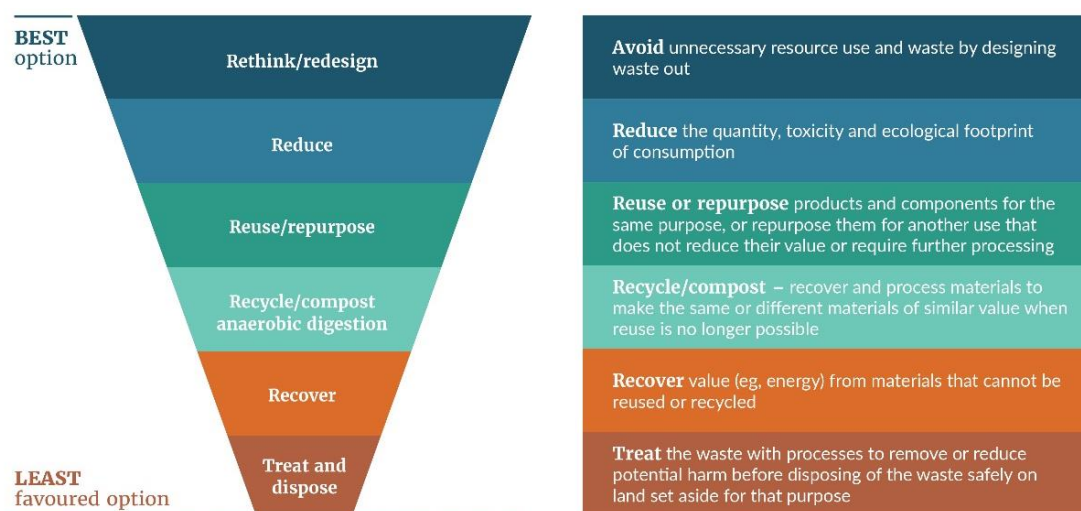
**Keep products and materials in use** – Products are designed to be reused, repaired and recycled. Waste materials from one process become an input for another. Requires us to think about systems.

**Regenerate natural systems** – Shifts our perspective from minimising environmental harm to regenerating natural systems and using nature-based solutions to address global environmental issues and climate change. Valuable nutrients are returned to the soil and ecosystems are enhanced.

### Waste hierarchy

Aligned with the circular economy is the waste hierarchy, a globally recognised framework for minimising waste. The waste hierarchy explains which pathways are preferable for managing our resources and reducing environmental impacts (figure 2).

**Figure 2 - Waste Hierarchy Model**



### **Zero Waste Taranaki**

NPDC, SDC and STDC are all working towards achieving zero waste. An analysis of the region's waste disposal and minimisation habits show that there are several factors that impede actions and successful outcomes in achieving this.

The NPDC annual recycling audit found a 14 per cent contamination rate in kerbside recycling bins. The main contaminants being lids, dirty recyclables and non-recyclable plastics (particularly soft plastics). New Zealand's recycling systems are not straightforward, and it can be quite difficult for individuals and households to understand what can and cannot be recycled in their kerbside collections. This has driven many of the campaigns targeted at correct kerbside recycling including, 'Get Rid of the Lid' and 'It's as Easy as 1,2,5!'

The recent Solid Waste Analysis Protocol (SWAP) assessment found 50% of rubbish sent to landfill regionally is potentially divertible. This is equal to 204 tonnes per week or approximately 10,765 tonnes per year in Taranaki. These materials include recyclable, recoverable, and compostable items.

These results are consistent with the national findings on contamination and waste diversion<sup>2</sup>. This leads to increasing costs for local government and ratepayers. Waste Minimisation education campaigns, such as “Zero Waste with Rosie”, therefore aim at encouraging waste minimisation behaviours beyond recycling. Evaluating the success of this and other associated campaigns is one of the primary goals of this study.

## Aim and Objectives of the research project

- **Aim:** To assess the efficacy of zero waste educational campaigns which focus on overall public awareness and aim to increase action in minimising waste through reducing, reusing and recycling.

This aim is supported by the following four objectives:

- 1) To monitor the effectiveness of the behaviour change programme across the following communities:
  - a. Households and private individuals
  - b. Business and commercial organisations, charities & not for profit organisations;
  - c. Schools and learning institutes; and
  - d. Rural communities and farmers including farm managers and owners.
- 2) To monitor over time to establish trends, opportunities and improvements.
- 3) To establish the most effective means of engagement for each community of interest.
- 4) To establish the key motivators and barriers to change for each group, i.e. ‘what is in it for them’

## Methodology

The information was collected through an online and paper-based survey. It is noted that only a very small amount of paper-based surveys (n= 75, 40 collected from WITT, 30 at Farm events and five from public libraries) were conducted.

A core set of questions was asked across all the above groups, with additional targeted questions developed to meet the needs of specific groups such as schools, businesses and those who live rurally (see Appendix One).

The online survey was not developed for Iwi and Marae. As part of the Waste Management and Minimisation Planning process, it was decided that a separate engagement process will be developed to meet the needs of Iwi and Marae. It is noted that while there are Māori respondents in this survey, they are representing themselves as household members, not as Iwi members or part of their Marae.

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<sup>2</sup> Yates S. 2019. *Rethinking rubbish and recycling*. Prepared for the WasteMINZ TAO Forum by Sunshine Yates Consulting. Auckland: WasteMINZ.

### **Question testing/piloting**

The draft survey was piloted with a range of individuals and groups to ensure the questions were ‘fit for purpose’. Changes were made to the survey and then loaded onto ‘Survey Monkey’, an online survey platform.

### **Data Collection**

The online survey monkey link was open from Wednesday 4 May 2022 to Monday 30 May 2022. The survey was promoted using print media, online advertising and email mailing lists.

#### ***Print media***

- Taranaki Daily News (4th May and 7th May)
- Midweek (25th May)
- South Taranaki Star (25th May)
- Stratford Press (25th May)

#### ***Online Advertising***

- Stuff Advertising (14<sup>th</sup> May)
- Google Ad (14<sup>th</sup> May)
- Zero Waste Taranaki Blog Post (9<sup>th</sup> May)
- NPDC Zero Waste Webpage Access (4<sup>th</sup>-29<sup>th</sup> May)
- Facebook advertising (4<sup>th</sup> -11<sup>th</sup> May 22<sup>nd</sup>-29<sup>th</sup> May)
- NPDC Intranet Post

#### ***Direct emails***

- Chamber of Commerce – Chamber Connect Mail Out (20th May)
- NPDC Schools Mailing list (4th May)
- NPDC Commercial Mailing list (4th May)

### **Data analysis**

The data analysis was conducted using the “Survey Monkey – analyse data” function and exported to a specialised statistical software package (SPSS Version 28) for further analysis. All percentages in this report are calculated from stated values, i.e. out of the number of respondents who answered the question, rather from than the total sample. At the top of each question, a statement of how many respondents who answered the question out of the total respondents in the sample, is given to provide an understanding of the data quality of each question.

### *Mean*

A 'mean' is the average number (i.e., add up all the numbers, then divide by the total number of respondents who answered the question).

### *Use of 95% Confident Intervals around the mean ratings*

This is the range of values you expect your estimate to fall between if you redo your test, within a certain level of confidence. The confident intervals in this report are calculated at 95%. This means that 95 out of 100 times the estimate will fall between the upper and lower values specified by the confidence interval.

### *Test of significance*

The sample was first tested as to whether it followed or approximated a normal distribution. For non-normal distribution the following test were used:

Tests between two categorical variables – chi-square tests.

Test between a continuous variable (5 point Likert scale) and a categorical variable (age, gender, household size, district) – Independent-Samples Kruskal-Wallis Test (tests for if there is an overall difference) , followed by post-hoc test using Bonferroni correction for multiple tests, using the adjusted significance p value. Post-hoc tests show the relationship in the categorical variable that are statistically different, e.g. between districts, young and old or large and small household groups.

### **Limitations of the survey data**

The data has been collected through an online Survey Monkey tool. The advantages of Survey Monkey include it is cost-effective and you do not require specialised training to select a sample or develop a questionnaire tool.

However, online surveys create a number of self-selection biases in the survey sample. These include:

- Nearly (94.7%) of the respondents completed the survey on-line. To complete the survey on-line, respondents had to have access to electronic devices with internet. It is noted that paper-based versions of the survey were available at public libraries throughout Taranaki. Only five people completed the paper-based survey available at a public library.
- People who had an interest in the subject were more likely to click on the survey link and complete the survey.

The key limitation of the survey data in this report is:

- The sample is not representative of all the groups in the total Taranaki population, i.e. some groups are over-represented, and some groups are under-represented. These included:

### *Over-represented groups in the total individual survey*

- Females - 67.9% of the survey respondents were female. In comparison, females comprise 50.4% of the total Taranaki population<sup>3</sup>.
- European - 90.7% of the respondents identified as European. In comparison, European comprise 84.8% of the total Taranaki population.

### *Under-represented groups in the total individual survey*

- Men - 30.7% of respondents. In comparison, males comprise 49.5% of the total Taranaki population.
- Māori - 13.0% of the survey respondents are Māori. In comparison, Māori comprise 19.8% of the total Taranaki population.<sup>4</sup>
- People under 20 years of age - 1.9% of the survey respondents are aged under 20 years of age. In comparison, 6.0% of the total Taranaki population are aged between 15 -19 years of age and could have completed this survey.
- People who live in a one-person household in the survey - 9.6% of survey respondents lived in a one-person household. In comparison, people in one-person households comprise 25.8% of the total Taranaki population.

### *For business and schools*

- There are very small numbers of schools and business outside the New Plymouth District in the survey sample. These samples only really give information on the views of businesses and schools in the New Plymouth District.
- Under-representation of early childhood services (21% in survey and 54% in Taranaki region) in the school sample.
- An over representation of primary schools (54% in survey and 36% in Taranaki region) and secondary schools (14% in survey and 6% in Taranaki Region) in the school survey sample.

### *Small sample sizes of sub-groups within the sample*

- The small sample size of sub-groups in the data, i.e. such as Stratford District, which only had a sample size of 64 respondents in the individual sample, means it is difficult to see statistically significant findings between districts.

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<sup>3</sup> Statistics New Zealand, Data from the 2018 Census, [Place Summaries | Taranaki Region | Stats NZ](#), retrieved on 7/06/22.

<sup>4</sup> Statistics New Zealand, data from the 2018 census, Ethnic groups for people in Taranaki Region, 2006–18 Censuses, [Place Summaries | Taranaki Region | Stats NZ](#), retrieved on 7/06/22.



**Table 1 - Margin of error by district for individual respondents**

Where individual respondents lived	Survey Respondents (n)	2018 Census population (N)	Margin of error (at 95%) of the sample size <sup>5</sup>
New Plymouth District	782	80,679	±3.49%
Stratford District	64	9,474	±12.21%
South Taranaki District	223	27,534	±6.54%
Taranaki Region*	1,175	117,561	±2.84%

\*Taranaki Region includes all individual respondents. It is noted that 106 of the total individual respondents did not state which district they lived in.

- It is noted that the sample size for Stratford District has a very large margin of error at ±12.21%. To have a margin of error of ± 5.0 for Stratford District the sample size required was 370. To have a margin of error of ± 5.0 for South Taranaki District the sample size required was 379.
- Having very few respondents under 20 years of age means comparison between younger and older respondents are limited. The under-representation of males in the sample means it is difficult to see trends and patterns based on gender. Additionally, under-representation of single-person households means it is difficult to see trends in household sizes.

#### *Data quality issues*

- The online survey was self-completed, and respondents were able to skip questions they did not want to answer. The completion rate of the survey is 78%. It is estimated that the survey took an average of 10 minutes to complete. Questions at the end of the survey had a lower completion rate than those at the start. For example, the demographic questions at the end of the individual survey had a response rate of 86.4%.
- The data also shows a number of people have only answered the first question, then exited the survey. It is not evident why this happened, but suggests they clicked on the link, answered the first question and then decided not to carry on with the survey. The sample sizes have been adjusted to remove people who only answered the first question from the sample. The adjusted sample sizes are as follows:

**Table 2 - Sample Size**

Sample	Answered only first question (unadjusted sample size)	Answered at two or more questions (adjusted sample)
Individual	1,265	1,175
Business/organisation	66	57
School/Kura	42	35
Farm	49	45
<b>Total</b>	<b>1,422</b>	<b>1,312</b>

<sup>5</sup> <https://www.calculator.net/sample-size-calculator.html?type=2&cl2=95&ss2=223&pc2=50&ps2=27534&x=52&y=13#findci>

## Summary of Key Findings - On Our Way to Zero Waste Survey

Nearly all (89.6%) of the respondents who answered the survey chose to do so as individuals or on behalf of their households. The summary of the key findings is to be read alongside the following reports:

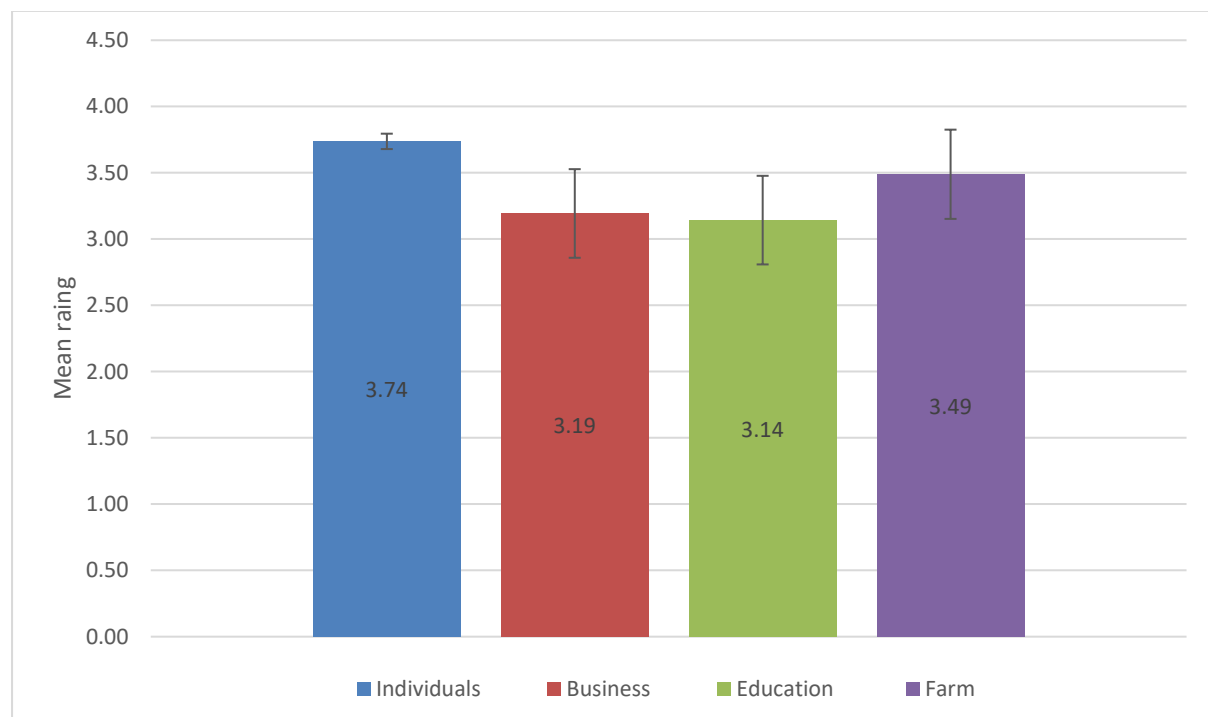
- Findings for the total individual respondents
- Findings for school respondents
- Findings for businesses/organisations respondents
- Findings for farm respondents
- Findings for individual respondents who live in the New Plymouth district
- Findings for individual respondents who live in the Stratford district
- Findings for individual respondents who live in the South Taranaki district.

### Concern about the impacts of waste on the environment

Findings show that individuals were more likely to show a high rating of concern about their impact on the environment, than those respondents who were answering as part of a business, school or farm. This may be due to those respondents who answered as part of a business or school having less control over the impact of the waste it produced on the environment, than individual respondents.

For individual respondents, females rated higher levels of concern about the impact of waste on the environment than males. This finding is statistically significant with  $p=0.015$ . There was no statistically significant differences due to district, age or household size.

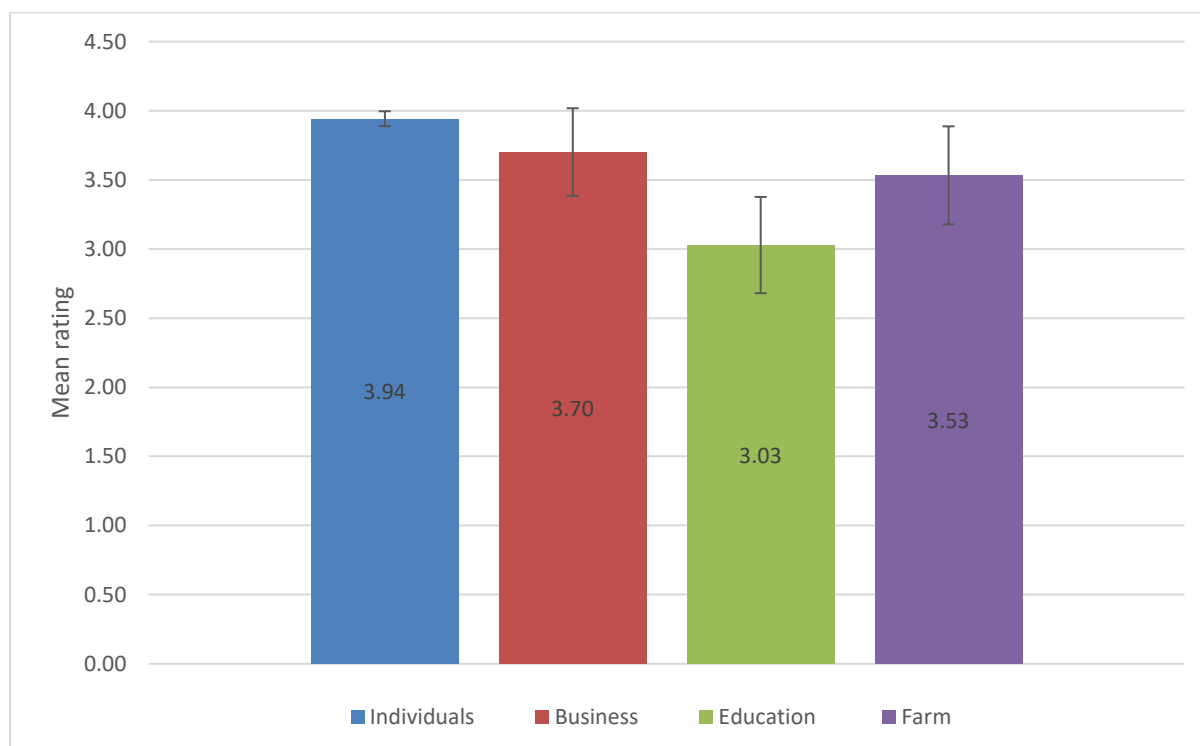
**Figure 3 - Concern regarding impact of waste on the environment**



## Committed to recycling

The findings show that schools show the least commitment to recycling, with individuals and businesses having a much higher rating regarding their commitment to recycling. Respondents aged 70 years of age and over rated higher levels of commitment to recycling than those aged under 30 years of age ( $p=0.23$ ) or those aged 30-49 years of age ( $p=.012$ ). Findings also show that respondents who lived in a small households had a higher commitment to recycling than those who lived in larger households of four or more people. These findings suggest that individuals are more committed to recycling because they have time to do so, i.e, retired or less busy households.

**Figure 4 - How committed are you to recycling?**

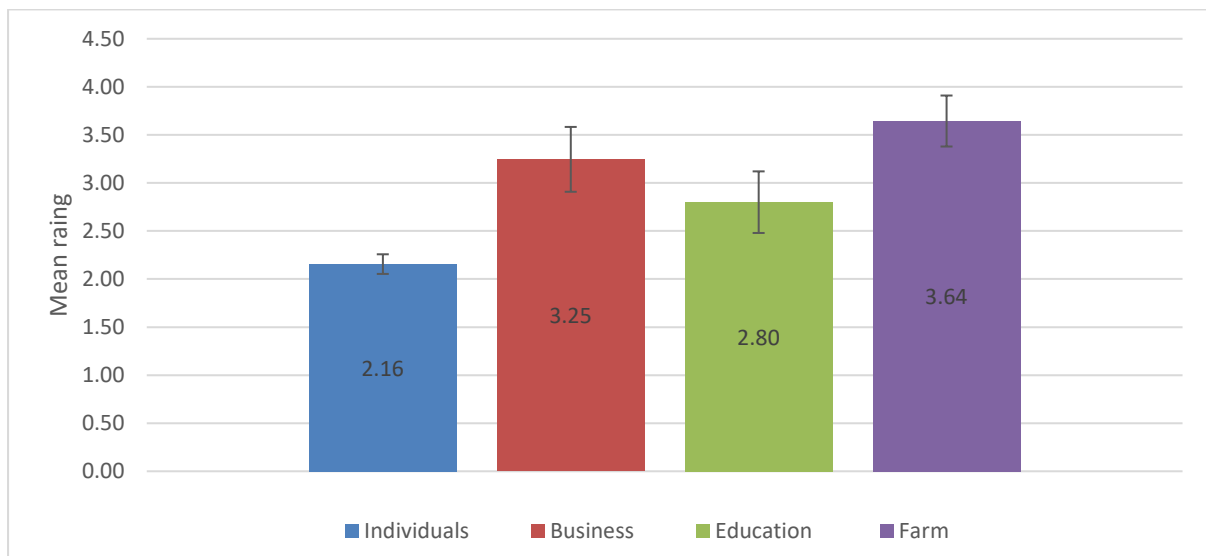


## Commitment to doing more than recycling to reduce waste

For the purpose of the survey it was noted that doing more than recycling means rethinking what you buy, reducing what you buy new, reusing, repairing, or repurposing items. Individual respondents were the least committed to doing more than recycling to reduce waste than other respondent groups. It is noted individuals are provided with kerbside recycling services, but that business and farms had to organise their own recycling services. It is in the interest of farms and businesses to reduce the amount of waste they had to recycle as this reduced the cost they had to pay for commercial recycling services or the time taken away the farm or business to go to transfer stations.

Overall, females rated higher levels of commitment to doing more than recycling to reduce waste than males. This finding is approaching statistical significance with  $p=0.05$ .

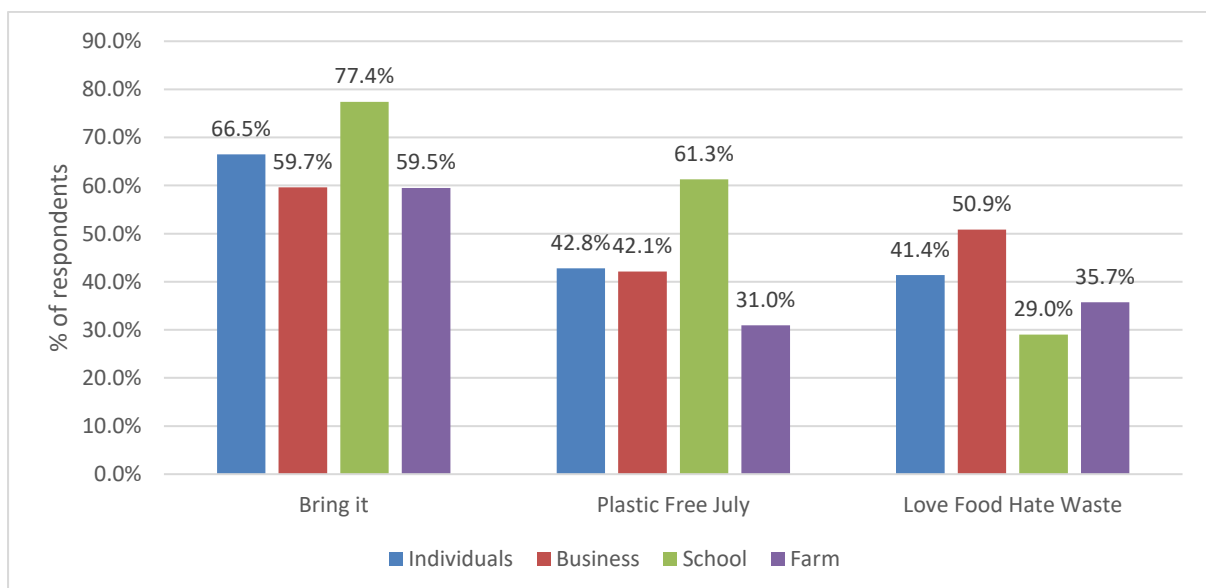
**Figure 5 - How committed are you to doing more than recycling to reduce waste?**



#### **Awareness of Taranaki Zero Waste Taranaki campaigns**

The majority (59.4% to 77.4%) of respondents were aware of the 'Bring it' campaign to encourage use of reusable coffee cups in cafés. Apart from schools (where 61.3% were aware) less than half of respondents were aware of the 'Plastic Free July' campaign to discourage single use plastic. Businesses and individual respondents who lived in the Stratford or South Taranaki were more likely to be aware of the 'Love Food Hate Waste' campaign, than other respondent groups. 'Tips with Rosie' (only included in the individual survey questions) had the lowest rating at 16.0%.

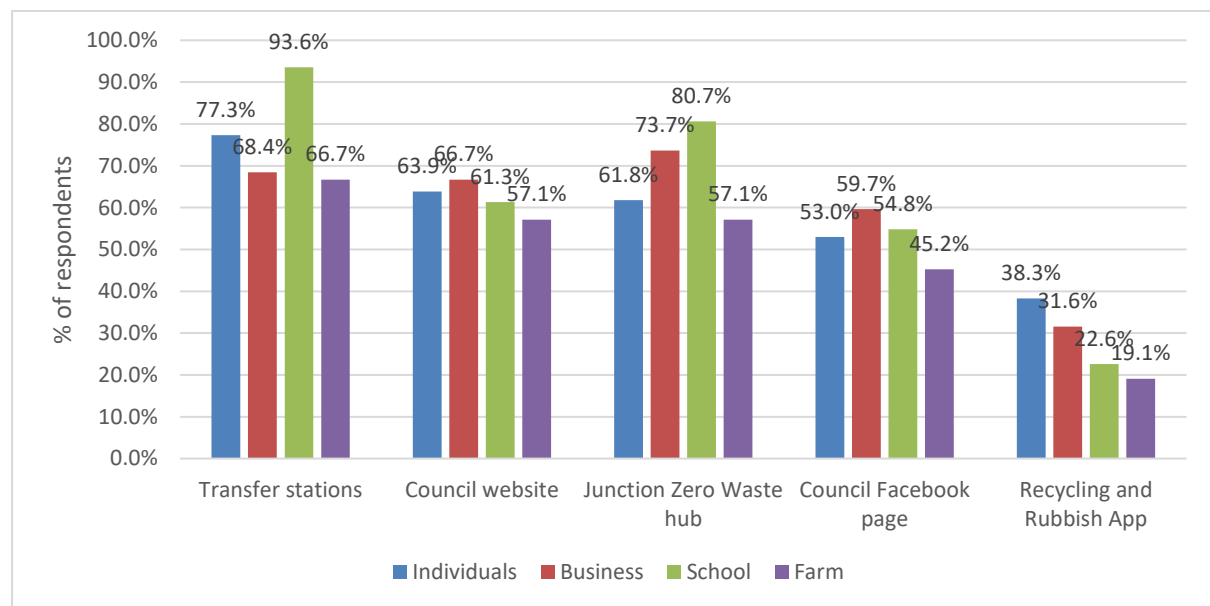
**Figure 6 - Awareness of Zero Waste Taranaki's campaigns**



## Zero Waste Taranaki Tools and Services to reduce waste

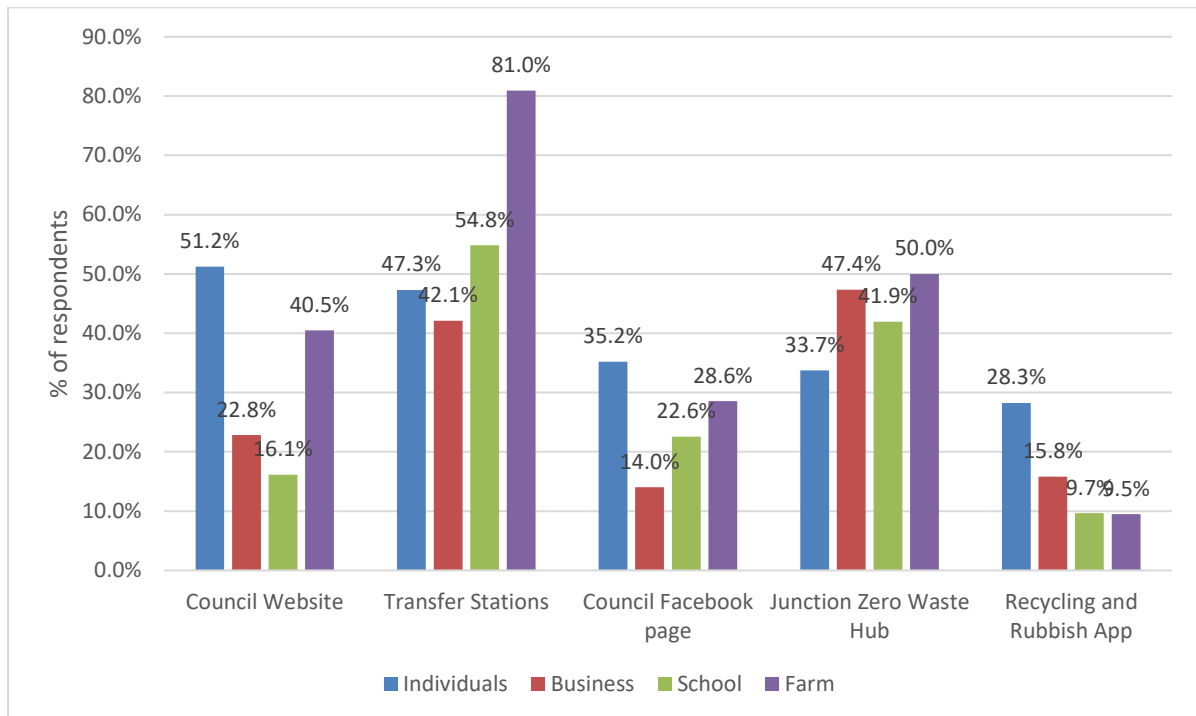
All respondents were asked which Zero Waste Taranaki tools and services they were aware of, from a list provided. Transfer Stations and The Junction Zero Waste Hub (for New Plymouth respondents) were services that had the highest level of awareness. In terms of receiving information, the Council Websites and Council Facebook pages (especially for Stratford and South Taranaki respondents) had the highest level of awareness.

**Figure 7 - Awareness of Zero Waste Taranaki's Tools and Service - Top Five**



Respondents were then asked to select which of the Zero Waste Taranaki tools and services they had used. Generally, respondents used the tools and services they were aware of. Those respondents who lived rurally and were not provided with kerbside recycling services at their homes were more likely to use the transfer stations to drop off recycling for free (81.0%), than individuals who were provided with kerbside recycling services at their homes (47.3%).

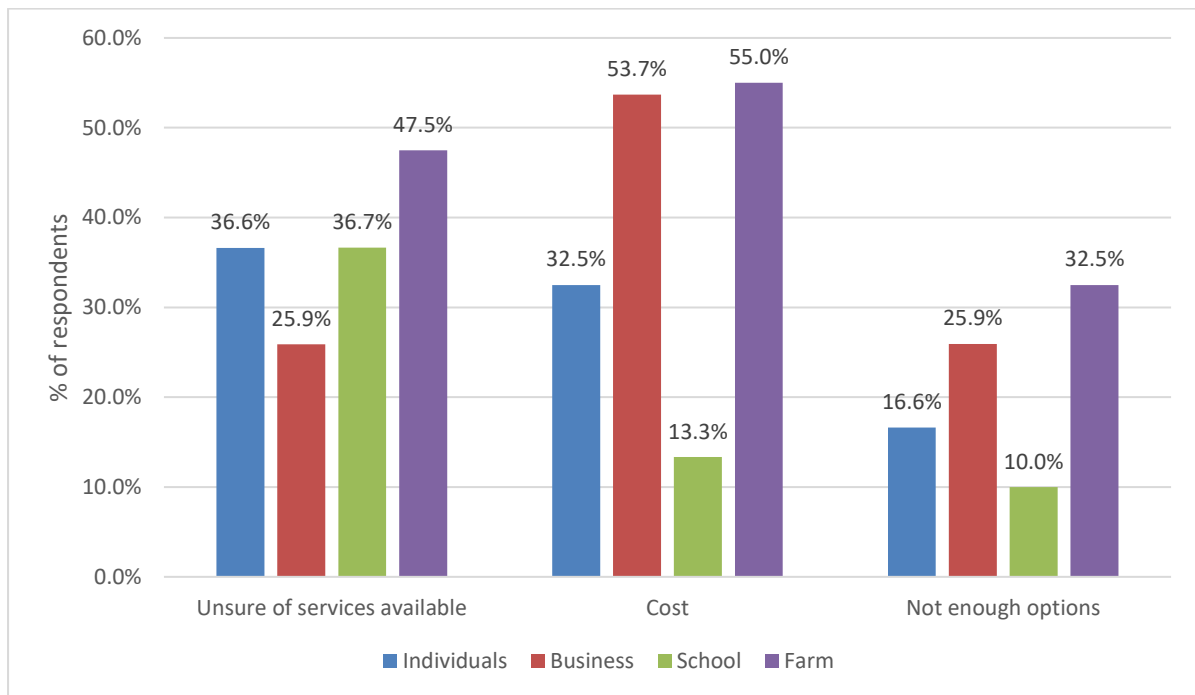
**Figure 8 - Use of Zero Waste Taranaki's Tool and Services - Top Five**



### Waste Minimisation

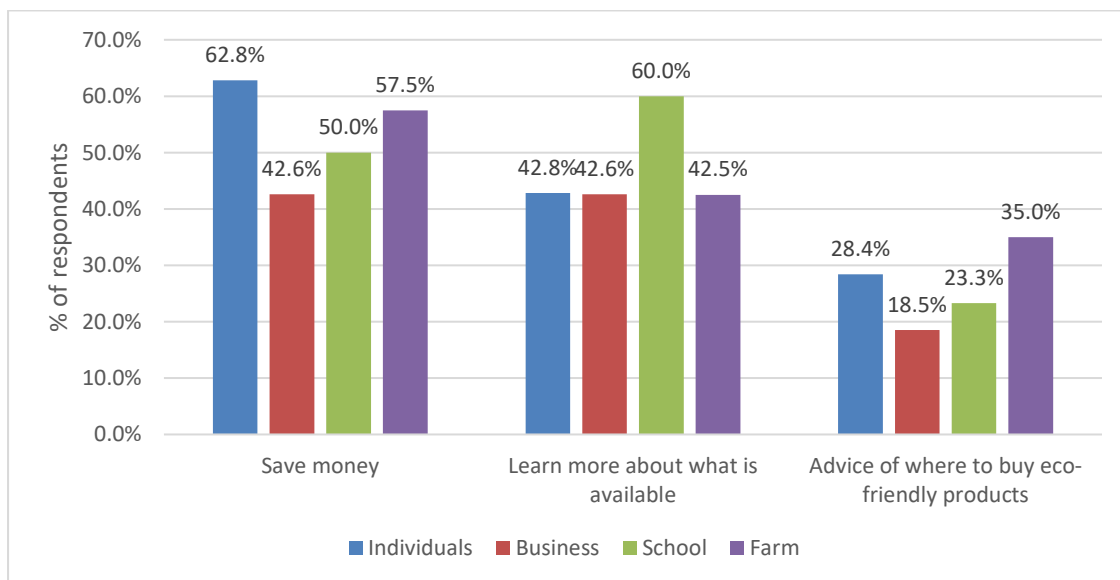
Respondents were asked what prevented them from reducing waste. For businesses and farms the most common barrier was the cost of paying for recycling services. For individuals, the cost of buying low waste or 'green' products was a common barrier. Being unsure of what services were available was the next most common factor, especially for schools and farmers.

**Figure 9 - Top Three Key Barriers to Reducing Waste**



Cost was also a key motivating factor to do more to reduce waste for individuals, businesses and farm. For schools, the key motivating factor was learning more about recycling options and services.

**Figure 10 - Top Three Motivating Factors to Reduce Waste**

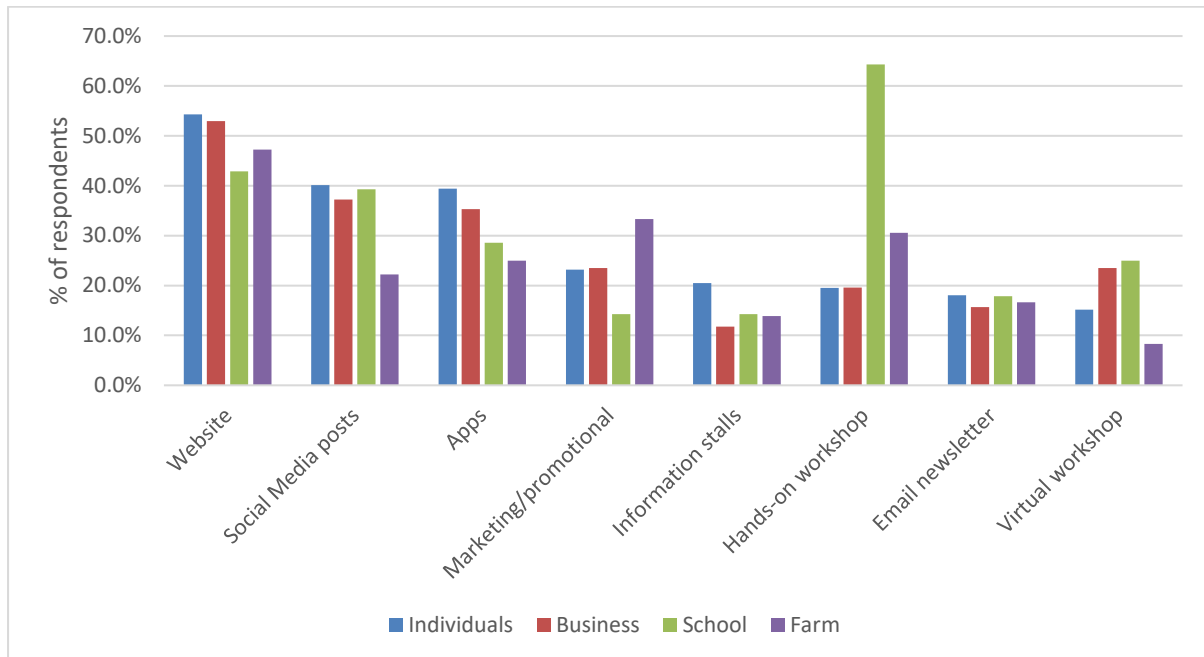


These findings indicate that many of the actions individual respondents take to reduce waste could also save them money. These actions included buying second-hand, borrowing or hiring items instead of buying new or repairing, up cycling or re-purposing items. There is an opportunity for further promotional material to emphasise potential costing savings.

## Preferred ways to learn more about minimising waste

On the whole, websites and social media (such as Facebook) were the most popular ways to learn more about minimising waste. However, respondents from schools preferred hands-on workshops, as did respondents aged under 30 years of age and women.

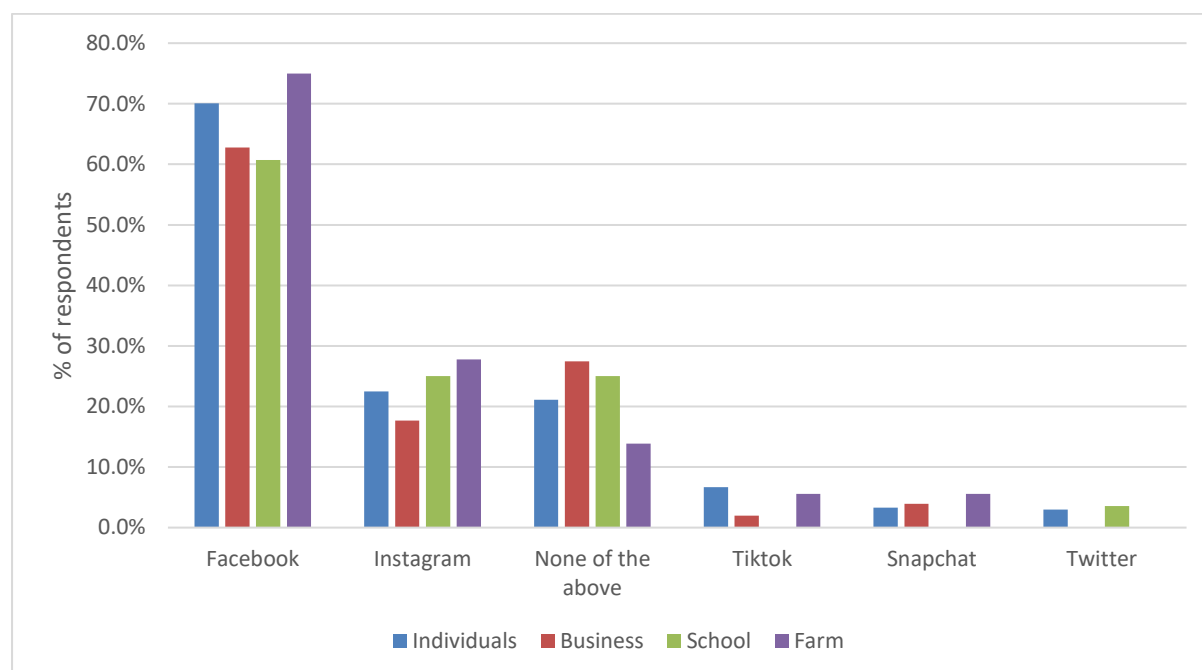
**Figure 11 - Preferred ways to learn more about minimising waste**



Facebook was the most popular social media platform (60%-75%), followed by Instagram (17% - 27%). However, about 20% of respondents did not use social media at all. The findings indicate that males and people over the age of 70 years were more likely to select the 'none of the above' answer category when asked what social media platform they preferred.



**Figure 12 - Preferred Social Media Platform**



### **Findings for Individual respondents**

#### **Use of Council Kerbside Recycling Services**

All three district councils provide a yellow-lid mixed recycling kerbside bin and a blue glass kerbside crate to urban residents. Findings show that both the yellow-lid mixed recycling kerbside bin and blue glass kerbside crate are well used by respondents. Respondents generally had a high level (79% to 91%) of awareness and compliance with the Zero Waste Taranaki guidelines for use, except for still putting soft plastic in the yellow-lid bin (especially in the Stratford District) and not flattening cardboard. There was a low level of awareness for the requirement that the blue glass crate should weigh less than 12 kg. It was noted by respondents that they did not weigh their bins. Glass crates were heavy and awkward to carry and there was a suggestion that a wheelie bin be provided instead of the crate. In terms of the yellow-lid recycling kerbside bin respondents wanted to be able to recycle more items and suggested having a sticker (with pictures) to remind them which items could be recycled.

#### **South Taranaki Voluntary Green Waste Kerbside Collection Service**

About half (51%) of South Taranaki respondents had opted-in to use the South Taranaki District Council's voluntary green waste kerbside collection. The findings show there was a high level of awareness (87.4% to 96.1%) for most of the guidelines for use of this bin except for the ability to put food scraps, food soiled cardboard, shredded paper or paper towels in the bin (77.7%). It is noted this may have been due to respondents not correctly reading this question in the survey. A small amount (15-20%) of the respondents chose not to follow the guidelines, even though they were aware of the guidelines. Compliance may be helped by providing more information to residents on the impact of contamination to green waste. Having their own compost and not wanting to pay the extra cost for the service were the two main reasons for not using this service.

## **New Plymouth District Council's Kerbside Food Scraps Bin**

Half (52.8%) of the respondents stated they used the green kerbside food scraps bin. The respondents showed high levels of awareness and compliance to the guidelines for use, except for the requirement that the bin must be under 10 kg, as they did not weigh the bin. The main reasons respondents did not use the food scraps bin were that they composted or used worm farms, or that the bins were 'dirty and/or smelled'. Comments from respondents also showed that some respondents did not like when the bins were only half emptied by collectors, felt the bins were of a poor design, and didn't like food scraps being transported out of the district to be processed.

### ***Findings for schools***

Sixty percent of schools reported they used the council provided yellow-lid mixed recycling kerbside bin. The majority (60%) of schools had on-site composting or worm farming and were growing food/kai in a school garden. Just under half (around 40%) of schools also used commercial waste (for landfill) and recycling providers (for cardboard and paper collection). About a quarter (29%) of schools used the tours of the materials recovery facility, and nearly all (8 out of 10) of the respondents who were aware of the Zero Waste Education Programme had used it. A third of respondents who stated they were aware of the free support for schools to reduce waste programme had used it. Overall, three-quarters (77.8%) of schools stated they would be interested in receiving support to help their school/Kura to reduce waste.

### ***Findings for businesses***

Larger scale businesses used commercial waste and recycling providers, while one-person businesses who were 'working from home' used their own domestic kerbside recycling services or took their recycling to transfer stations or The Junction Zero Waste Hub. Businesses showed a very low level of awareness and use of support and programmes tailored to them. Four of the 10 respondents, who were aware of the NPDC Resource Wise Business 4-year support and award programme, had used it. Five out of 14 of the respondents who were aware of the free support to help businesses and organisations reduce waste had used it. It is noted that these business specific programmes and services have only recently been developed and it will take time for business to come on board. This finding does suggest the need to actively promote these programmes and services.

There was a sense of frustration from business regarding the limited options available and cost of recycling. It was suggested by five respondents that businesses should be offered a kerbside recycling service.

### ***Findings for Farmers***

Farmers either hired skip bins or took landfill waste to a council run transfer station. Recycling was taken to the transfer stations or recycled using the Agrecovery recycling programme. A minority (6 out of 42) of farms continue to burn or bury their waste in the 'farm hole'. About half the farmers were aware of and went to the AgRecovery events.

## Overall Comments

Overall comments made by respondents were generally positive and made good suggestions to improve current services and for additional services that would help them further reduce waste. Respondents also noted that more could be done to address waste at the manufacturing stage. This included government regulations to reduce packaging and ensure that products are repairable. Individual respondents wanted to be able to recycle more items and have more recycling facilities. It is noted that more education needs to be directed towards individuals to go beyond recycling to reduce waste. Knowing more about what happens to recycling materials and how they are re-purposed would be a motivating factor for some respondents, as would having a local food scraps processing plant. A very small number of respondents made negative comments regarding the zero-waste goal itself, with some reporting a bad experience with the council regarding recycling.

## Discussion

This section of the report provides a brief discussion of the key findings, including the implications of the limitations of the data. As stated in the earlier section of this report, the key limitation of the data, is that the sample does not represent all the groups that comprise the overall Taranaki population. Further follow-up research is required with Māori, males, people aged under 20 years of age, those who live in one-person household, and schools and businesses based outside of the New Plymouth District.

### *General comments*

These comments apply to all respondent groups. Overall, findings show a positive bias to recycling and reflect the self-selection bias in the survey sample, with people who had an existing interest in recycling and zero waste being more likely to answer the question. However, there were a small number of respondents who held a range of negative views on recycling, e.g. recycling was just 'virtue signalling' or all recycling material was either sent to the landfill or offshore to be processed. To address these negative views, councils need to be more transparent about where recycling materials are sent to be processed and highlight the work of any local recycling processing operations.

Older people (especially those over 70) and men were less likely to use social media and emphasises the importance of continuing to provide a range of communication methods. Schools preferred being provided with 'hands-on' workshops to learn more about reducing waste.

### *Individual respondents*

The findings show that older people (especially those aged 70 years and older) and those people living in smaller households have the highest level of commitment to recycling. In comparison, people aged under 30 years of age, those who live in larger households (especially those in flatting/shared households) face more barriers to recycling. This includes being 'time poor', having to manage other people in their household that might be less committed to recycling, and having less money to buy eco-friendly products. It is evident that recycling and zero waste campaigns,

guidelines and services must address the key issues of being 'time poor' and cost if they are to change behaviour with younger people and larger household groups.

Further information needs to be provided to individuals to move them from wanting to recycle more and more items to reducing waste at the point of purchase or by reusing and re-purposing items. Providing hands-on workshop was a popular way to learn more about ways of minimising waste for women and younger people. It is suggested that men may benefit from having this type of education provided in their workplaces, as they would be less likely to attend a community event

### *Schools and businesses*

The low engagement from schools and businesses in this survey and in programmes and services that are tailored to them, is reflective of the time period that the information was collected, i.e. in the middle of the COVID-19 pandemic. As reported in local media the impact of the COVID-19 pandemic on schools and businesses has been significant with many schools and businesses struggling to stay open due to staff sickness and the impact of previous lockdowns. Zero Waste Taranaki staff need to be mindful of the current stress on schools and businesses and should seek to re-engage with them when they are ready to do so.

### *Farmers*

Attending farm events were a popular way of receiving information for farmers. Zero Waste Taranaki could look at show-casing good practice to educate farmers stuck in poor waste reduction methods such as burning rubbish or using 'farm holes'.

## Recommendations

Based on the findings of this report the following recommendations are made to the Zero Waste Taranaki team:

### ***Survey design***

- Reduce the length of the survey tool by removing questions which were not well answered and remove answer categories with small respondent numbers.
- Investigate the cost of using a market research company, or university research unit to conduct the next survey using a stratified sample framework, so the sample is representative of the sub-groups that comprise the Taranaki population.

### ***Individual respondents***

- Continue to use a wide variety of methods, i.e., online, face-to-face and printed material to promote recycling and zero waste campaigns, guidelines, tools and services.
- Conduct further research with groups that are under-represented in this sample, i.e. Māori, men, people aged under 20 years of age, and single person households to collect their views on recycling and zero waste.

### ***Businesses***

- Conduct further research with businesses that are based outside of the New Plymouth District.
- Co-design a kerbside recycling service for businesses/organisations with businesses/organisations, council infrastructure services and other affected groups, e.g. people who live close to businesses.
- Re-engage with businesses to promote campaigns, programmes and services that are tailored to businesses.

### ***Schools***

- Conduct further research with schools based outside of New Plymouth District and early childhood centres across all districts.
- Re-engage with schools to promote campaigns, programmes and services that are tailored to schools. It is noted that schools had a strong preference for hands-on workshops.

### ***Farms***

- Continue to promote recycling and zero waste messages at farm events.
- Investigate 'show-casing' of individual farms that demonstrate best practice by purchasing produces that have low waste and using re-generative farming methods, to transform recycling and waste management in the rural sector.

## Appendix One – Survey Tool

### **Tēnā koe**

**Zero Waste Taranaki is made up of the three District Councils in Taranaki. We are conducting this survey to assess how we are doing in communicating and educating our communities on minimising waste.**

**The survey aims to understand the attitudes, awareness, and behaviours regarding waste, as well as the barriers and motivations you face in minimising waste.**

**The results of the survey will enable NPDC, SDC and STDC to better engage and educate our communities to reach our Zero Waste goal!**

**This survey should take no more than 10 minutes to complete. Your response will go in the draw to win one of four \$100 SOS universal businesses vouchers.**

**Please give us your frank and honest answers. We really appreciate your time in completing this survey.**

**If you have questions or want more information on how to reduce waste, please contact [contact@zerowastetaranaki.org.nz](mailto:contact@zerowastetaranaki.org.nz)**

**\* Please choose what role you wish to respond to this survey as.**

- ☐ As an individual / on behalf of my household
- ☐ As a staff member of a school, kura, early learning or tertiary institute
- ☐ As an owner, staff member or volunteer of a business, community/non-profit organisation, trust, or club
- ☐ As a farm owner or farm manager

\* How concerned are you about the impacts of waste on the environment?

Not concerned	Slightly concerned	Concerned	Very concerned	Extremely concerned
★	★	★	★	★

Comments?

\* How committed are you to **recycling**?

Note: recycling means using the council kerbside bin collection service or free recycling drop off at transfer stations.

Not committed	Slightly committed	Committed	Very committed	Extremely committed
★	★	★	★	★

Comments?

\* How committed are you to doing **more than recycling** to reduce waste?

Note: doing more than recycling means rethinking what you buy, reducing what you buy new, reusing, repairing, or repurposing items.

Not committed	Slightly committed	Committed	Very committed	Extremely committed
★	★	★	★	★

Comments?

\* Do you have council kerbside bin collection service available at your home (recycling, glass, etc.)?

☐ Yes

☐ No

\* What District do you live in?

- ☐ New Plymouth
- ☐ Stratford
- ☐ South Taranaki

\* Do you use the the council's green kerbside **food scraps** bin?

- ☐ Yes
- ☐ No

\* The following are Zero Waste Taranaki guidelines for proper use of the green kerbside **food scraps** bin. Are you **aware** of the guideline?

	Yes	No
Plastic bags and liners including compostable bags can't be used to line the bin	<input type="radio"/>	<input type="radio"/>
Compostable cups and packaging can't be placed in the bin	<input type="radio"/>	<input type="radio"/>
The weight of the bin must be below 10 kg	<input type="radio"/>	<input type="radio"/>

\* The following are the same guidelines as above for proper use of the green kerbside **food scraps** bin. Do you **follow** the guideline?

	Yes, always	Yes, sometimes	No, never
Plastic bags and liners including compostable bags can't be used to line the bin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compostable cups and packaging can't be placed in the bin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The weight of the bin must be below 10 kg	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



\* You answered that you don't use the the council's green kerbside **food scraps** bin. What are the main reasons for this? Please tick all that apply.

- ☐ I throw my food scraps in the rubbish
- ☐ I use an insinkerator for my food scraps
- ☐ I don't understand what can go in the food scraps bin
- ☐ It's dirty and/or smells so I don't use it
- ☐ I compost or worm farm my food scraps at home
- ☐ I have very little or no food scraps to put in the bin
- ☐ I lost the bin/ do not have a bin
- ☐ I cannot lift or move the bin
- ☐ Other (please specify)

Do you have any comments about the council's green kerbside **food scraps** bin?

\* Have you opted in to use South Taranaki District Council's **voluntary green waste** kerbside collection service?

- ☐ Yes
- ☐ No

\* The following are Zero Waste Taranaki guidelines for proper use of the **green waste** kerbside collection service. Are you **aware** of the guideline?

	Yes	No
Do <u>not</u> put flax, cabbage leaves, treated timber, sawdust, rubble, or soil in the bin	<input type="radio"/>	<input type="radio"/>
Do <u>not</u> place human/ animal waste including nappies in the bin	<input type="radio"/>	<input type="radio"/>
Do <u>not</u> place bioplastics, plastics of any sort, glass, cans, medical waste or liquids in the bin	<input type="radio"/>	<input type="radio"/>
<u>Do</u> place small amounts of food scraps, food soiled cardboards, and shredded paper and paper towels in the bin.	<input type="radio"/>	<input type="radio"/>

\* The following are the same guidelines as above for proper use of the **green waste** kerbside collection service. Do you **follow** the guideline?

	Yes, always	Yes, sometimes	No, never
Do <u>not</u> put flax, cabbage leaves, treated timber, sawdust, rubble, or soil in the bin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do <u>not</u> place human/ animal waste including nappies in the bin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do <u>not</u> place bioplastics, plastics of any sort, glass, cans, medical waste or liquids in the bin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Do</u> place small amounts of food scraps, food soiled cardboards, and shredded paper and paper towels in the bin.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* You answered that you **have not opted in** to use the council's **green waste** kerbside collection service. What are the main reasons for this? Please tick all that apply.

- ☐ I don't want to pay the extra cost for this service
- ☐ I compost or worm farm my green waste and/or food scraps at home
- ☐ I throw my green waste and/or food scraps in the rubbish
- ☐ I use an insinkerator for food scraps
- ☐ I wasn't aware I could get a green waste bin
- ☐ I cannot move the bin to kerbside
- ☐ I bring my green waste to a transfer station
- ☐ I use a private service
- ☐ Other (please specify)

Do you have any comments about council's **green waste** kerbside collection service?  
(comment box)

\* Do you use the council's yellow lid kerbside **recycling** bin?

- ☐ Yes
- ☐ No

\* The following are Zero Waste Taranaki campaigns and guidelines for proper use of the yellow lid kerbside **recycling** bin. Are you **aware** of the campaign and/or guideline?

	Yes	No
<i>Keeping it clean - Just rinse, recycle, repeat!</i> - All items must be rinsed.	<input type="radio"/>	<input type="radio"/>
<i>It's as Easy as 1, 2, 5!</i> - Only plastics with the numbers 1, 2 or 5 can be placed in the yellow bin.	<input type="radio"/>	<input type="radio"/>
<i>Get Rid of the Lid!</i> - Lids from all bottles and containers (including milk bottles and yoghurt containers) must be removed and placed in the landfill bin.	<input type="radio"/>	<input type="radio"/>
Soft plastics are not allowed in the yellow recycling bin.	<input type="radio"/>	<input type="radio"/>
All cardboard must be flattened.	<input type="radio"/>	<input type="radio"/>

\* The following are the same guidelines as above for proper use of the yellow lid kerbside **recycling** bin. Do you **follow** the guideline?

	Yes, always	Yes, sometimes	No, never
All items must be rinsed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Only plastics with the numbers 1, 2 or 5 can be placed in the yellow bin.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lids from all bottles and containers (including milk bottles and yoghurt containers) must be removed and placed in the landfill bin.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soft plastics are not allowed in the yellow recycling bin.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
All cardboard must be flattened.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* You answered that you don't use the council's yellow lid kerbside **recycling** bin. What are the main reasons for this? Please tick all that apply.

- ☐ I put everything in the rubbish bin instead
- ☐ I find it confusing to know what I can recycle
- ☐ I find it difficult to see/ locate the symbols on plastic items
- ☐ I lost the bin/ do not have a bin
- ☐ I find it difficult to move the bin to the kerbside
- ☐ Other (please specify)

Do you have any comments about the council's yellow lid kerbside **recycling** bin? (comment box)

\* Do you use the council's blue kerbside **glass** crate?

☐ Yes

☐ No

\* The following are Zero Waste Taranaki campaigns and guidelines for proper use blue kerbside **glass** crate. Are you **aware** of the campaign and/ or guideline?

	Yes	No
<i>Care For Your Collectors, Keep It Level</i> - Glass bottles should be kept below the top of the crate- do not overfill it	<input type="radio"/>	<input type="radio"/>
Glass bottles and jars should have their lids removed and placed in the landfill bin	<input type="radio"/>	<input type="radio"/>
Broken glass cannot go in the glass crate. Wrap it up and place it in the landfill bin instead.	<input type="radio"/>	<input type="radio"/>
Keep the weight of the crate below 12 kg.	<input type="radio"/>	<input type="radio"/>

\* The following are the same guidelines as above for proper use of the blue kerbside **glass** crate. Do you **follow** the guideline?

	Yes, always	Yes, sometimes	No, never
<i>Care For Your Collectors, Keep It Level</i> - Glass bottles should be kept below the top of the crate- do not overfill it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Glass bottles and jars should have their lids removed and placed in the landfill bin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Broken glass cannot go in the glass crate. Wrap it up and place it in the landfill bin instead.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Keep the weight of the crate below 12 kg.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* You answered that you don't use the council's blue kerbside **glass** crate. What are the main reasons for this? Please tick all that apply.

- ☐ I save all my glass bottles/ containers for re-use
- ☐ I throw my glass in the rubbish bin instead
- ☐ I cannot lift or move the crate to the kerbside
- ☐ I don't know what can go in the crate
- ☐ I lost the crate/ don't have a crate
- ☐ Other (please specify)

Do you have any comments about the council's blue kerbside **glass** crate?

\* You answered that you do not have the council kerbside bin collection service where you live. What do you do with your waste?

\* Zero Waste Taranaki promotes reducing the amount of waste that needs to be recycled or sent to landfill through various campaigns. Are you **aware** of the campaign?

	Yes	No
<i>Bring It</i> - encourages use of reusable coffee cups at cafes	<input type="radio"/>	<input type="radio"/>
<i>Plastic Free July</i> - encourages giving up plastic	<input type="radio"/>	<input type="radio"/>
<i>Tips with Rosie</i> - simple videos that encourage reducing single use plastic and show how to minimise waste at home	<input type="radio"/>	<input type="radio"/>
<i>Love Food Hate Waste</i> - campaign to reduce food waste	<input type="radio"/>	<input type="radio"/>

\* Zero Waste Taranaki provide tools and services to help you reduce waste. Are you **aware** of the tools or service?

	Yes	No
Council website with information and tips	<input type="radio"/>	<input type="radio"/>
Council Facebook Page	<input type="radio"/>	<input type="radio"/>
Council Instagram	<input type="radio"/>	<input type="radio"/>
Recycling and Rubbish App	<input type="radio"/>	<input type="radio"/>
<i>The A-Z Zero Waste Directory</i> on the Zero Waste Taranaki website	<input type="radio"/>	<input type="radio"/>
Transfer Stations free recycling drop off	<input type="radio"/>	<input type="radio"/>
<i>Let's Compost</i> workshop in your community with Sustainable Taranaki	<input type="radio"/>	<input type="radio"/>
Waste Levy Grants	<input type="radio"/>	<input type="radio"/>
Monthly newsletters	<input type="radio"/>	<input type="radio"/>
Help with planning and funding a zero waste event	<input type="radio"/>	<input type="radio"/>
The Junction Zero Waste Hub (New Plymouth) which has free recycling drop-off and accepts/ sells items for re-use	<input type="radio"/>	<input type="radio"/>
Tours of the Materials Recovery Facility (New Plymouth)	<input type="radio"/>	<input type="radio"/>

\* The following are the same tools and services as above to help you reduce waste. Please tick any of the tools or services that you have **used**.

- ☐ Council website with information and tips
- ☐ Council Facebook Page
- ☐ Council Instagram
- ☐ Recycling and Rubbish App
- ☐ *The A-Z Zero Waste Directory* on the Zero Waste Taranaki website
- ☐ Transfer Stations free recycling drop off
- ☐ *Let's Compost* workshops with Sustainable Taranaki
- ☐ Waste Levy Grants
- ☐ Monthly newsletters
- ☐ Help with planning and funding a zero waste event
- ☐ The Junction Zero Waste Hub (New Plymouth) which has free recycling drop off and accepts/ sells items for re-use
- ☐ Tours of the Materials Recovery Facility (New Plymouth)
- ☐ None of the above



\* What actions do you take to minimise the waste you need to recycle or send to landfill?

Please tick all that apply.

- ☐ Carrying re-usable items when on the go (re-usable water bottle, keep cup, shopping bags)
- ☐ Refilling containers or buying in bulk to avoid single use packaging
- ☐ Composting or worm farming food scraps
- ☐ Meal planning to ensure you only buy what you need
- ☐ Repairing items instead of buying new ones
- ☐ Borrowing or hiring items instead of buying new ones
- ☐ Donating or selling items that are no longer needed
- ☐ Buying second hand items instead of new ones
- ☐ Saving up soft plastics and bringing them to Countdown supermarkets to be recycled
- ☐ Saving up and dropping off items for alternative recycling (things like batteries, electronics, milk bottle tops, paint, etc.)
- ☐ Upcycling or downcycling items for reuse (turning old t-shirts into rags, using pallet wood for construction projects)
- ☐ Other (please specify)
- ☐ None of the above

\* What stops you from doing things to reduce waste? Please tick all that apply.

- ☐ Unsure of services available
- ☐ My family/ flatmates do not separate waste correctly
- ☐ I have other priorities
- ☐ Space constraints
- ☐ I find it confusing
- ☐ It takes too much time
- ☐ It costs too much to buy products that are low waste or "green"
- ☐ I don't feel motivated to change how I deal with waste
- ☐ I don't think it will make a difference/ it's not my responsibility
- ☐ Nobody around me is doing anything to reduce waste
- ☐ There is no penalty for keeping my current habits
- ☐ I have a health challenge or disability that makes it difficult for me to reduce waste
- ☐ There aren't enough options for me to reduce more waste
- ☐ Other (please specify)

\* What would motivate you to reduce waste? Please tick all that apply.

- ☐ Reducing waste would save me money
- ☐ Learning how other people around me are reducing waste
- ☐ Learning what is currently available and possible for reducing waste
- ☐ I could be penalised if I don't reduce waste
- ☐ Having someone help me learn through a presentation, workshop or online resources
- ☐ Advice on where to buy compostable, recyclable and eco-friendly products
- ☐ Advice on bin systems and signage to make waste separation within my home easier
- ☐ Other (please specify)

**\* If you wanted to learn more about minimising waste, how would you prefer to learn? Please tick all that apply.**

- ☐ Website with information (videos, directory, informational blogs, tips)
- ☐ App with information, reminders and tips
- ☐ Bite size pieces of information posted on social media
- ☐ Marketing and promotion (i.e., local radio programme, sustainability column in local free newspapers)
- ☐ A regular panui, digest, or newsletter sent via email
- ☐ Hands on workshops and practical sessions
- ☐ Virtual workshops or informational sessions
- ☐ Information stalls at local markets and community events
- ☐ Other (please specify)

**\* Which social media platforms do you prefer to receive information from?**

- ☐ Facebook
- ☐ Instagram
- ☐ TikTok
- ☐ Twitter
- ☐ Snapchat
- ☐ Other (please specify)

- ☐ None of the above

**Do you have any other comments? For example:**

**-Have you adopted any new habits to reduce waste?**

**-Do you have ideas you'd like us to know about?**

**-Have you had any challenges trying to reduce waste?**

\* What suburb and/or town do you live in?

\* Which ethnic group do you belong to? Tick the box or boxes that apply to you.

- ☐ New Zealand European
- ☐ Māori
- ☐ Samoan
- ☐ Cook Island Māori
- ☐ Tongan
- ☐ Niuean
- ☐ Chinese
- ☐ Indian
- ☐ Other (e.g., Dutch, Japanese, Tokelauan). Please state.

\* Please select your gender

- ☐ Female
- ☐ Male
- ☐ Other

\* Please select your age

- ☐ Under 20 years
- ☐ 20-29
- ☐ 30-39
- ☐ 40-49
- ☐ 50-59
- ☐ 60-69
- ☐ 70+

\* Including yourself, how many people usually live in your household?

\* Who are the other people that usually live in your household? Please tick all that apply

- ☐ Just me
- ☐ My family
- ☐ My flatmates/ friends/ partner
- ☐ Other (please specify)

**\*Please note: for the sake of brevity we will refer to business, community/non-profit organisation, trust, or club as "organisation" throughout this survey.**

\* How concerned are you about the impacts of your organisation's waste on the environment?

Not concerned      Slightly concerned      Concerned      Very concerned      Extremely concerned

★

★

★

★

★

Comments?

\* How committed is your organisation to **recycling** the waste it produces?

Note: recycling means separating plastic, cardboard, paper, glass, and/or food scraps for commercial collection or bringing them to a transfer station.

Not committed      Slightly committed      Committed      Very committed      Extremely committed

★

★

★

★

★

Comments?

\* How committed is your organisation to doing **more than recycling** to reduce waste?

Note: doing more than recycling means rethinking what you purchase, reducing what you purchase new, reusing, repairing, or repurposing items, etc.

Not committed      Slightly committed      Committed      Very committed      Extremely committed

★

★

★

★

★

Comments?

\* Zero Waste Taranaki promotes reducing the amount of waste that needs to be recycled or sent to landfill through various campaigns. Are you aware of the following campaigns?

	Yes	No
<i>Bring It</i> - encourages use of reusable coffee cups at cafes	<input type="radio"/>	<input type="radio"/>
<i>Plastic Free July</i> - encourages giving up plastic	<input type="radio"/>	<input type="radio"/>
<i>Love Food Hate Waste</i> - campaign to reduce food waste	<input type="radio"/>	<input type="radio"/>

\* Zero Waste Taranaki provide tools and services to help your organisation reduce waste. Are you aware of the following tools and services?

	Yes	No
<i>The A-Z Zero Waste Directory</i> on the Zero Waste Taranaki website	<input type="radio"/>	<input type="radio"/>
<i>The Junction Zero Waste Hub</i> (New Plymouth) for free recycling drop off and also accepts/ sells items for free recycling	<input type="radio"/>	<input type="radio"/>
Sorting and taking items to Transfer Stations for free recycling	<input type="radio"/>	<input type="radio"/>
Tours of the Materials Recovery Facility (New Plymouth)	<input type="radio"/>	<input type="radio"/>
Help with planning and funding a zero waste event	<input type="radio"/>	<input type="radio"/>
Waste Levy Grants	<input type="radio"/>	<input type="radio"/>
Council website with information and tips	<input type="radio"/>	<input type="radio"/>
Council Facebook Page	<input type="radio"/>	<input type="radio"/>
Council Instagram	<input type="radio"/>	<input type="radio"/>
Recycling and Rubbish App	<input type="radio"/>	<input type="radio"/>
Monthly newsletters	<input type="radio"/>	<input type="radio"/>
Free support to businesses and organisations to reduce waste	<input type="radio"/>	<input type="radio"/>
<i>NPDC Resource Wise Business</i> 4-year support and award programme	<input type="radio"/>	<input type="radio"/>

\* The following are the same tools and services as above to help your organisation reduce waste. Please tick any of the tools or services that your organisation has used.

- ☐ *The A-Z Zero Waste Directory* on the Zero Waste Taranaki website
- ☐ *The Junction Zero Waste Hub* (New Plymouth) for free recycling drop off and also accepts/ sells items for re-use
- ☐ Transfer Stations free recycling drop off
- ☐ Tours of the Materials Recovery Facility (New Plymouth)
- ☐ Help with planning and funding a zero waste event
- ☐ Waste Levy Grants
- ☐ Council website with information and tips
- ☐ Council Facebook Page
- ☐ Council Instagram
- ☐ Recycling and Rubbish App
- ☐ Monthly newsletters
- ☐ Free support to businesses and organisations to reduce waste
- ☐ NPDC Resource Wise Business 4-year support and award programme
- ☐ None of the above

\* What types of waste and recycling collection services does your organisation use? Please tick all that apply.

- ☐ Commercial landfill collection
- ☐ Commercial mixed recycling collection
- ☐ Commercial glass collection
- ☐ Commercial cardboard, paper collection
- ☐ Commercial organics (food scraps/ compostable packaging) collection
- ☐ Commercial green waste collection
- ☐ Sorting and taking items to The Junction (New Plymouth ) for reuse
- ☐ Sorting and taking items to Transfer Stations
- ☐ I don't know what waste and recycling collection services our organisation uses
- ☐ Other (please specify)

\* What actions does your organisation take to reduce waste? Please tick all that apply.

- ☐ Providing waste separation stations for staff and/or customers
- ☐ Providing staff and volunteers with information and updates about reducing waste
- ☐ Educating customers/ people you serve about how to reduce waste
- ☐ Changing the packaging or products you use (reducing it, using recyclable or compostable materials)
- ☐ Donating food scraps to an animal farmer
- ☐ Coffee grinds picked up by customers
- ☐ Donating leftover food to *On the House*, a Food Bank or similar
- ☐ Composting or worm farming onsite
- ☐ Requiring suppliers to take back packaging or items at the end of life (e.g., toner/ printer cartridges)
- ☐ Requiring contractors/suppliers to reduce waste or shift to recyclable packaging
- ☐ Reusable coffee cups or containers for staff/ volunteers
- ☐ Refillable water jugs or refills stations provided for staff/ volunteers
- ☐ Donating used furniture and stationery for reuse
- ☐ Donating used IT equipment for reuse
- ☐ Using hand driers or washable hand towels instead of paper towels
- ☐ Other (please specify)

- ☐ None of the above



\* What stops your organisation from reducing waste? Please tick all that apply.

- ☐ Unsure of services available
- ☐ Cost of waste/ recycling collection
- ☐ Staff/ volunteers/ customers do not separate waste correctly
- ☐ Cost of bin stations/ signage
- ☐ Other business priorities
- ☐ Space constraints
- ☐ I find it confusing
- ☐ It takes too much time
- ☐ It costs too much to source products/ packaging that are low waste or "green"
- ☐ I don't feel motivated to change how our organisation deals with waste
- ☐ I don't think it will make a difference/ it's not our responsibility
- ☐ Nobody around me is doing anything to reduce waste
- ☐ There is no penalty for keeping our organisation's current habits
- ☐ There aren't enough options to reduce more waste
- ☐ Other (please specify)

\* What would motivate your organisation to reduce more waste? Please tick all that apply.

- ☐ Reducing waste would save my organisation money
- ☐ Learning how similar organisations are reducing waste
- ☐ Receiving advice on how to audit or report on our waste
- ☐ Learning what is currently available and possible for reducing waste
- ☐ We could be penalised if we don't reduce waste
- ☐ Having someone help me learn through a presentation, workshop, or online resources
- ☐ Advice on where to buy compostable, recyclable and eco-friendly products
- ☐ Advice on bin systems and signage to make waste separation within my organisation easier
- ☐ Other (please specify)

**\* If you wanted to learn more about minimising waste, how would you prefer to learn? Please tick all that apply.**

- ☐ Website with information (videos, directory, informational blogs, tips)
- ☐ App with information, reminders and tips
- ☐ Bite size pieces of information posted on social media
- ☐ Marketing and promotion (i.e., local radio programme, sustainability column in local free newspapers)
- ☐ A regular panel, digest, or newsletter sent via email
- ☐ Hands on workshops and practical sessions
- ☐ Virtual workshops or informational sessions
- ☐ Information stalls at local markets and community events
- ☐ Other (please specify)

**\* Which social media platforms do you prefer to receive information from?**

- ☐ Facebook
- ☐ Instagram
- ☐ Tik Tok
- ☐ Twitter
- ☐ Snapchat
- ☐ Other (please specify)

- ☐ None of the above

**Do you have any other comments? For example:**

**-Has your organisation adopted any new habits to reduce waste?**

**-Do you have ideas you'd like us to know about?**

**-Has your organisation faced any challenges trying to reduce waste?**

**\* What district(s) does your business/ organisation operate in? (please tick all that apply)**

- ☐ New Plymouth
- ☐ Stratford
- ☐ South Taranaki

**\* Business/ organisation type:**

**\* How many employees and/or volunteers do you have?**

**\* How many physical premises do you operate from?**

**\* Would you like to receive our quarterly Business Waste Newsletter?**

- ☐ Yes
- ☐ No
- ☐ We already subscribe

**\* Would you be interested in receiving support to help your business/ organisation reduce waste?**

- ☐ Yes
- ☐ No
- ☐ We already receive support

If you answered yes to either of the last 2 questions, please provide your contact information.

Please note that all answers from the survey will be kept confidential (subject to the Local Government Official Information and Meetings Act) and separate from your contact information. No individuals, commercial operations, organisations, clubs, etc. will be identified in the final report. Your contact information will be used for the purposes you have requested above only.

Name	<input type="text"/>
Organisation/ Company/ Club Name	<input type="text"/>
Address	<input type="text"/>
Address 2	<input type="text"/>
City/Town	<input type="text"/>
Postal Code	<input type="text"/>
Email Address	<input type="text"/>
Phone Number	<input type="text"/>

**\*\*\* Please note: for the sake of brevity, school, kura, early learning centre, or tertiary institute will be referred to as 'school/ kura' throughout this survey.**

\* How concerned are you about the impacts of your school/ kura's waste on the environment?

Not concerned	Slightly concerned	Concerned	Very concerned	Extremely concerned
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments?

\* How committed is your school/ kura to **recycling** the waste it produces?

Note: recycling here means using the council kerbside bin collection service or transfer station recycling.

Not committed	Slightly committed	Committed	Very committed	Extremely committed
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments?

\* How committed is your school/ kura to doing **more than recycling** to reduce waste?

Note: doing more than recycling means rethinking what you buy, reducing what you buy new, reusing, repairing, or repurposing items.

Not committed	Slightly committed	Committed	Very committed	Extremely committed
★	★	★	★	★

Comments?

\* Zero Waste Taranaki promotes reducing the amount of waste that needs to be recycled or sent to landfill through various campaigns. Are you aware of the following campaigns?

	Yes	No
<i>Bring It</i> - encourages use of reusable coffee cups at cafes	<input type="radio"/>	<input type="radio"/>
<i>Plastic Free July</i> - encourages giving up plastic	<input type="radio"/>	<input type="radio"/>
<i>Love Food Hate Waste</i> - campaign to reduce food waste	<input type="radio"/>	<input type="radio"/>

\* Zero Waste Taranaki provides tools and services to help your school/ kura reduce waste. Are you **aware** of the following tools or services?

	Yes	No
<i>The A-Z Zero Waste Directory</i> on the Zero Waste Taranaki website	<input type="radio"/>	<input type="radio"/>
<i>The Junction Zero Waste Hub</i> (New Plymouth) for free recycling drop off and also accepts/ sells items for re-use	<input type="radio"/>	<input type="radio"/>
Transfer Stations	<input type="radio"/>	<input type="radio"/>
Tours of the <i>Materials Recovery Facility</i> (New Plymouth)	<input type="radio"/>	<input type="radio"/>
Help with planning and funding a Zero Waste event	<input type="radio"/>	<input type="radio"/>
<i>Let's Compost</i> workshop in your community with Sustainable Taranaki	<input type="radio"/>	<input type="radio"/>
Waste Levy Grants	<input type="radio"/>	<input type="radio"/>
Council website with information and tips	<input type="radio"/>	<input type="radio"/>
Council Facebook Page	<input type="radio"/>	<input type="radio"/>
Council Instagram	<input type="radio"/>	<input type="radio"/>
Recycling and Rubbish App	<input type="radio"/>	<input type="radio"/>
Monthly newsletters	<input type="radio"/>	<input type="radio"/>
Free support to schools to reduce waste	<input type="radio"/>	<input type="radio"/>
Zero Waste Education Programme (New Plymouth)	<input type="radio"/>	<input type="radio"/>

\* Below are the same tools and services as above to help your school/ kura reduce waste. Please tick any of the tools or services that you have used.

- ☐ *The A-Z Zero Waste Directory* on the Zero Waste Taranaki website
- ☐ *The Junction Zero Waste Hub* (New Plymouth) for free recycling drop off and also accepts/ sells items for re-use
- ☐ Transfer Stations
- ☐ Tours of the *Materials Recovery Facility* (New Plymouth)
- ☐ Help with planning and funding a Zero Waste event
- ☐ *Let's Compost* workshop in your community with Sustainable Taranaki
- ☐ Waste Levy Grants
- ☐ Council website with information and tips
- ☐ Council Facebook Page
- ☐ Council Instagram
- ☐ Recycling and Rubbish App
- ☐ Monthly newsletters
- ☐ Free support to schools to reduce waste
- ☐ Zero Waste Education Programme (New Plymouth)
- ☐ None of the above

\* What types of waste and recycling collection services do you use? Please tick all that apply.

- ☐ Yellow Kerbside Mixed Recycling (for early learning, primary and secondary only)
- ☐ Commercial landfill collection
- ☐ Commercial mixed recycling collection
- ☐ Commercial glass collection
- ☐ Commercial cardboard and paper collection
- ☐ Commercial organics (food scraps/ compostable packaging) collection
- ☐ Commercial green waste collection
- ☐ Sorting and taking items to The Junction (New Plymouth) for free recycling and reuse
- ☐ Sorting and taking items to Transfer Stations
- ☐ I don't know what waste/recycling collection service(s) my school/ kura uses
- ☐ Other (please specify)

\* What actions does your school/ kura take to reduce waste? Please tick all that apply.

- ☐ Providing waste separation stations
- ☐ Providing staff with information and updates about reducing waste
- ☐ Educating students and families about how to reduce waste
- ☐ Composting or worm farming onsite
- ☐ Getting food scraps picked up by an animal farmer
- ☐ Litter free lunch policy
- ☐ Requirements for contractors/suppliers to reduce waste
- ☐ Cloth nappies (for early learning only)
- ☐ Reusable coffee cups or containers for staff
- ☐ Water jugs or refills stations provided for staff and students
- ☐ Buying recycled content products (e.g., paper, toilet rolls)
- ☐ Returning items at end of life for reuse, remanufacturing or recycling (e.g., toner/ printer cartridges)
- ☐ Growing food/ kai in a school garden
- ☐ Donating used furniture and stationery for reuse
- ☐ Donating used IT equipment for reuse
- ☐ Using hand driers or washable hand towels instead of paper towels
- ☐ Other (please specify)
- ☐ None of the above



\* What stops your school/ kura from reducing waste? Please tick all that apply.

- ☐ Unsure of services available
- ☐ Cost of waste/ recycling collection
- ☐ Staff/ volunteers/ students do not separate waste correctly
- ☐ Cost of bin stations/ signage
- ☐ Other school priorities
- ☐ Space constraints
- ☐ We find it confusing
- ☐ It takes too much time
- ☐ It costs too much to source products/ packaging that are low waste or "green"
- ☐ We don't feel motivated to change how the school deals with waste
- ☐ We don't think it will make a difference/ it's not our responsibility
- ☐ Nobody around us is doing anything to reduce waste
- ☐ There is no penalty for keeping our school/ kura's current habits
- ☐ There aren't enough options to reduce more waste
- ☐ Other (please specify)

\* What would motivate your school/ kura to reduce waste? Please tick all that apply.

- ☐ Reducing waste would save my school/ kura money
- ☐ Learning how similar schools/ kura are reducing waste
- ☐ Receiving advice on how to audit or report on our waste
- ☐ Learning what is currently available and possible for reducing waste
- ☐ We could be penalised if we don't reduce waste
- ☐ Having someone help us learn through a presentation, workshop, or online resources
- ☐ Advice on where to buy compostable, recyclable and eco-friendly products
- ☐ Advice on bin systems and signage to make waste separation easier
- ☐ Other (please specify)

**\* If you wanted to learn more about minimising waste, how would you prefer to learn? Please tick all that apply.**

- ☐ Website with information (videos, directory, informational blogs, tips)
- ☐ App with information, reminders and tips
- ☐ Bite size pieces of information posted on social media
- ☐ Marketing and promotion (i.e., local radio programme, sustainability column in local free newspapers)
- ☐ A regular panui, digest, or newsletter sent via email
- ☐ Hands on workshops and practical sessions
- ☐ Virtual workshops or informational sessions
- ☐ Information stalls at local markets and community events
- ☐ Other (please specify)

**\* Which social media platforms do you prefer to receive information from?**

- ☐ Facebook
- ☐ Instagram
- ☐ TikTok
- ☐ Twitter
- ☐ Snapchat
- ☐ Other (please specify)

- ☐ None of the above

**Do you have any other comments? For example:**

**-Has your school/ kura adopted any new habits to reduce waste?**

**-Do you have ideas you'd like us to know about?**

**-Has your school/ kura had any challenges trying to reduce waste?**

\* What district(s) is your school, kura, early learning or tertiary institute in?

- ☐ New Plymouth
- ☐ Stratford
- ☐ South Taranaki

Name of school, kura, early learning or tertiary institute (optional)

\* School, kura, early learning or tertiary institute type:

- ☐ Early learning
- ☐ Primary
- ☐ Kura
- ☐ Secondary
- ☐ Tertiary
- ☐ Other (please specify)

\* How many staff do you have?

\* How many students do you have?

\* Who is primarily responsible for recycling in your school/ kura?

- ☐ Caretaker
- ☐ Teaching staff
- ☐ Senior leadership
- ☐ Student enviro team
- ☐ Students
- ☐ I'm not sure
- ☐ Other (please specify)

\* Would you be interested in receiving support to help your school/ kura reduce waste?

- ☐ Yes  
☐ No  
☐ We already receive support

\* Would you like to be kept up to date about any news or events through a newsletter?

- ☐ Yes  
☐ No  
☐ We already subscribe

If you answered yes to either of the last 2 questions, please provide your contact information

Please note that all answers from the survey will be kept confidential (subject to the Local Government Official Information and Meetings Act) and separate from your contact information. No individuals, schools, kura, etc. will be identified in the final report. Your contact information will be used for the purposes you have requested above only.

<b>Your name</b>	<input type="text"/>
<b>Name of school, kura, early learning or tertiary institute</b>	<input type="text"/>
<b>Address</b>	<input type="text"/>
<b>Address 2</b>	<input type="text"/>
<b>City/Town</b>	<input type="text"/>
<b>Postal Code</b>	<input type="text"/>
<b>Email Address</b>	<input type="text"/>
<b>Phone Number</b>	<input type="text"/>

\* How concerned are you about the impacts of your farm's waste on the environment?

Note: Farm waste (rubbish) includes things like silage wrap/ netting, plastic containers/ barrels, rubber ware, spray paint, cardboard, latex gloves, meal bags, chemicals, etc.

Not concerned	Slightly concerned	Concerned	Very concerned	Extremely concerned
				

Comments?

\* How committed are you to **recycling** the waste your farm produces?

Note: recycling farm waste means using schemes like AgRecovery and Plasback or bringing cardboard and containers to your local Transfer Station.

Not committed	Slightly committed	Committed	Very committed	Extremely committed
				

Comments?

\* How committed is your farm to doing **more than recycling** to reduce waste?

Note: doing more than recycling means composting, buying in bulk, re-using barrels and containers, repurposing materials, repairing, etc.

Not committed	Slightly committed	Committed	Very committed	Extremely committed
				

Comments?

\* Zero Waste Taranaki promotes reducing the amount of waste that needs to be recycled or sent to landfill through various campaigns. Are you aware of the following campaigns?

	Yes	No
<i>Bring It</i> - encourages use of reusable coffee cups at cafes	<input type="radio"/>	<input type="radio"/>
<i>Plastic Free July</i> - encourages giving up plastic	<input type="radio"/>	<input type="radio"/>
<i>Love Food Hate Waste</i> - campaign to reduce food waste	<input type="radio"/>	<input type="radio"/>

\* Zero Waste Taranaki provides tools and services to help you reduce waste. Are you aware of the following tools and services?

	Yes	No
The Junction Zero Waste Hub (New Plymouth) for free recycling drop off and accepts/ sells items for re-use	<input type="radio"/>	<input type="radio"/>
The A-Z Zero Waste Directory on the Zero Waste Taranaki website	<input type="radio"/>	<input type="radio"/>
Transfer Stations free recycling drop off	<input type="radio"/>	<input type="radio"/>
Tours of the Materials Recovery Facility (New Plymouth)	<input type="radio"/>	<input type="radio"/>
Help with planning and funding a zero waste event	<input type="radio"/>	<input type="radio"/>
Let's Compost workshop in your community with Sustainable Taranaki	<input type="radio"/>	<input type="radio"/>
Waste Levy Grants	<input type="radio"/>	<input type="radio"/>
Council website with information and tips	<input type="radio"/>	<input type="radio"/>
Council Facebook Page	<input type="radio"/>	<input type="radio"/>
Council Instagram	<input type="radio"/>	<input type="radio"/>
Recycling and Rubbish App	<input type="radio"/>	<input type="radio"/>
Monthly newsletters	<input type="radio"/>	<input type="radio"/>
AgRecovery events	<input type="radio"/>	<input type="radio"/>

\* The following are the same tools and services as above to help you reduce waste. Please tick any of the tools or services that you have used.

- ☐ The A-Z Zero Waste Directory on the Zero Waste Taranaki website
- ☐ The Junction Zero Waste Hub (New Plymouth) for free recycling drop off and also accepts/ sells items for re-use
- ☐ Transfer Stations free recycling drop off
- ☐ Tours of the Materials Recovery Facility (New Plymouth)
- ☐ Help with planning and funding a Zero Waste event
- ☐ Let's Compost workshop in your community with Sustainable Taranaki
- ☐ Waste Levy Grants
- ☐ Council website with information and tips
- ☐ Council Facebook Page
- ☐ Council Instagram
- ☐ Recycling and Rubbish App
- ☐ Monthly newsletters
- ☐ AgRecovery Events
- ☐ None of the above

\* How do you dispose of your farm waste? Please tick all that apply.

- ☐ Landfill skip bin hire
- ☐ Removed off the farm to landfill by you
- ☐ Recycled using Agrecovery
- ☐ Recycled through Plasback
- ☐ Sorting and taking items to Transfer Stations
- ☐ Other (please specify)

\* What actions does your farm take to reduce waste? Please tick all that apply.

- ☐ Buying in bulk
- ☐ Re-using containers/ barrels/ tyres
- ☐ Composting or worm farming
- ☐ Donating old farm tools/ equipment
- ☐ Picking up food scraps from restaurants/ cafes to feed animals
- ☐ Buying products with recycled content
- ☐ Other (please specify)

- ☐ None of the above

\* What stops your farm from reducing waste? Please tick all that apply.

- ☐ Unsure of services available
- ☐ Cost of waste/ recycling collection
- ☐ Staff/ farm workers do not know how to separate waste correctly
- ☐ Cost of bin stations/ signage
- ☐ Other farm priorities
- ☐ Space constraints
- ☐ I find it confusing
- ☐ It takes too much time
- ☐ It costs too much to source products/ packaging that are low waste or "green"
- ☐ I don't feel motivated to change how our farm deals with waste
- ☐ I don't think it will make a difference/ it's not our responsibility
- ☐ Nobody around me is doing anything to reduce waste
- ☐ There is no penalty for keeping our current habits
- ☐ There aren't enough options to reduce more waste
- ☐ Other (please specify)

\* What would motivate your farm to reduce more waste? Please tick all that apply.

- ☐ Reducing waste would save my farm money
- ☐ Learning how similar farms are reducing waste
- ☐ Receiving advice on how to audit or report on our waste
- ☐ Learning what is currently available and possible for reducing waste
- ☐ We could be penalised if we don't reduce waste
- ☐ Having someone help me learn through a presentation, workshop, or online resources
- ☐ Advice on compostable, recyclable and eco-friendly products
- ☐ Advice on bin systems and signage to make waste separation easier
- ☐ Other (please specify)



**\* If you wanted to learn more about minimising waste, how would you prefer to learn? Please tick all that apply.**

- ☐ Website with information (videos, directory, informational blogs, tips)
- ☐ App with information, reminders and tips
- ☐ Bite size pieces of information posted on social media
- ☐ Marketing and promotion (i.e., local radio programme, sustainability column in local free newspapers)
- ☐ A regular panel, digest, or newsletter sent via email
- ☐ Hands on workshops and practical sessions
- ☐ Virtual workshops or informational sessions
- ☐ Information stalls at local markets/ shops or community events
- ☐ Other (please specify)
- ☐ None of the above

**\* Which social media platforms do you prefer to receive information from?**

- ☐ Facebook
- ☐ Instagram
- ☐ TikTok
- ☐ Twitter
- ☐ Snapchat
- ☐ Other (please specify)
- ☐ None of the above

**Do you have any other comments? For example:**

**-Has your farm adopted any new habits to reduce waste?**

**-Do you have ideas you'd like us to know about?**

**-Has your farm faced any challenges trying to reduce waste?**

**\* What type of farm do you operate?**

**\* What District is your farm in?**

☐ New Plymouth

☐ Stratford

☐ South Taranaki

**\* What is your role on the farm?**

☐ Farm owner

☐ Farm manager

☐ Farm worker

☐ Other (please specify)

**\* Are you interested in receiving support to help your farm reduce waste?**

☐ Yes

☐ No

If you answered yes above, please provide your contact information.

**\*\*\*Please note that all answers from the survey will be kept confidential (subject to the Local Government Official Information and Meetings Act) and separate from your contact information. No individuals or farms will be identified in the final report. Your contact information will be used for providing support only.**

Name	<input type="text"/>
Farm Name (if applicable)	<input type="text"/>
Address	<input type="text"/>
Address 2	<input type="text"/>
City/Town	<input type="text"/>
Postal Code	<input type="text"/>
Email Address	<input type="text"/>
Phone Number	<input type="text"/>

**Thank-you for completing our survey!**

#### **Contest Entry**

**In order to be entered into the draw to win one of four SOS Universal Business Vouchers valued at \$100 each, please provide your contact information.**

**Please note that all answers from the survey will be kept confidential (subject to the Local Government Official Information and Meetings Act) and separate from your contact information. No individuals will be identified in the final report. Your contact information will be used for the purposes of drawing winners only and will then be securely deleted.**

**To enter the draw, please provide your contact information.**

Name	<input type="text"/>
Email Address	<input type="text"/>
Phone Number	<input type="text"/>