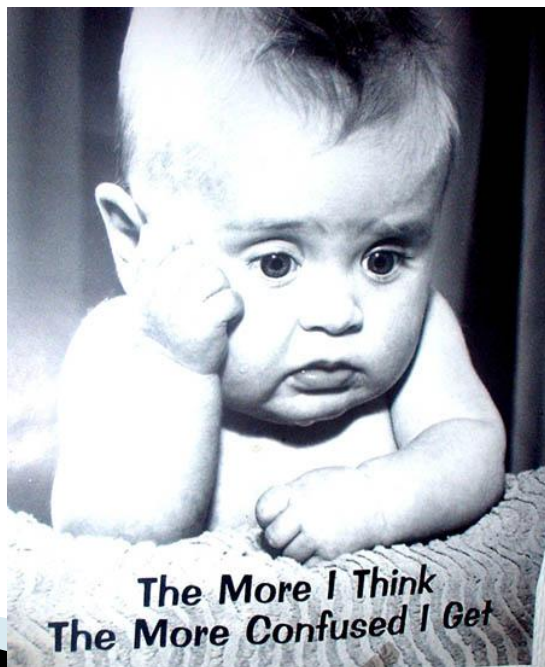


PUBLIC PRIVATE PARTNERSHIPS DELIVER MOST SUSTAINABLE RESULTS



1 billion drinks containers are consumed away from home – but what do we do with them?



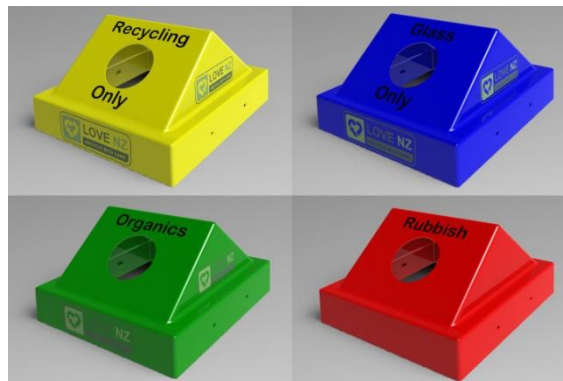
**All you need is Love....
And a bit of help from our
friends**



Collaboration: Making choices

Buying street furniture –
One size does not fit all

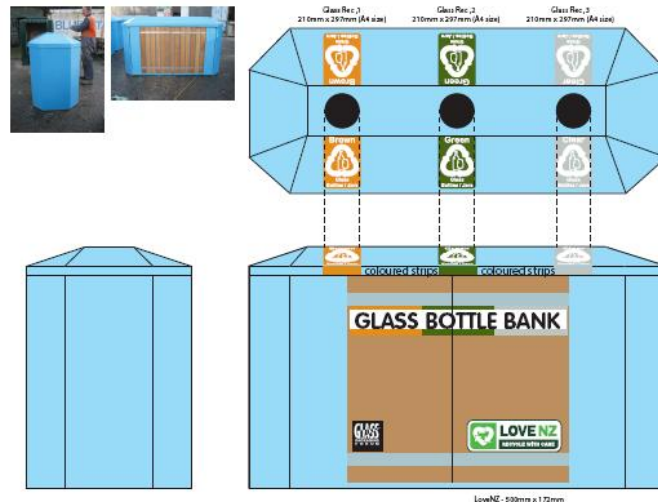
Design by committee



Collaboration: Glass Bottlebanks



GLASS RECYCLING BINS



Major input from Dunedin City Council

Collaboration: Advertising



Why we love NZ



How we can show it



PROGRESS.....

\$1.2 Million spent on

- 375 Permanent Bins
- 2073 Bin Lids
- 1964 Temporary Bins
- 25 bottle banks
- 267 Flags

\$1.08 Million - Advertising

A NATIONWIDE TOUR OF LOVE NZ



What cans go in
when you're out





KEY PROJECT ACHIEVEMENTS



530 tonnes of plastic and glass drinks containers, cans and paper recycled from 25 regions during the RWC tournament.

This equates to over 15.5million drinks containers or packaging



31 MoU's with LTAs
21 Businesses engaged

Pilot tests conducted for recycling bins at supermarkets and garage forecourts



25% adults are aware there are Love NZ recycling bins in their area

100% stakeholder satisfaction rate from partner organisations in the running of the Love NZ programme

COMMERCIAL SUPPORTERS

Coca Cola NZ

Lion

The Warehouse

Progressive Enterprises

BP

OCS Ltd

Full Circle

Kiwirail

Auckland airport

AJ Hackett

Wellington Airport

Skyline Gondolas

Huhtamaki

TVC and promotion, building partnerships with customers

Licensing of logo and 3 year sponsorship

In store promotion and trial recycling bins

In store promotion and trial recycling bins

Install Recycling Bins and promotion

Install recycling bins

Promotion on trucks

Install Recycling Bins and advertising

Install Recycling Bins and promotion

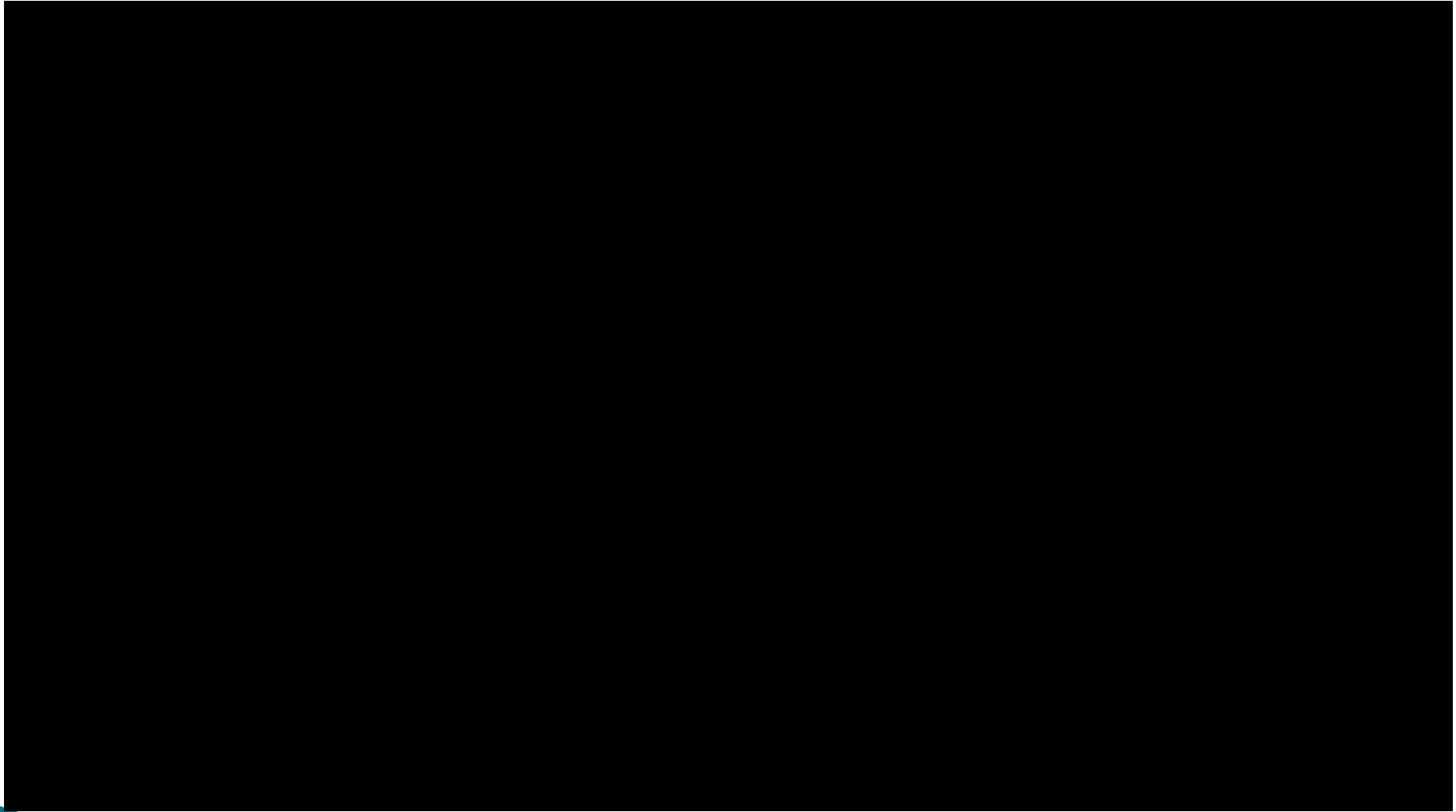
Install Recycling Bins and promotion

Install recycling bins and promotion

Install recycling bins and promotion

Advertising sponsorship and events





RECYCLING PERFORMANCE STADIA

12 Stadia hosted 48 matches

☐ **Collected 178.8 tonnes packaging (33% total)**

❖ **71% plastic, cans and glass containers and some paper**

❖ **19% paperboard (outers) and remainder organics**

☐ **Approx 3 million drinks bottles sold in stadia**

☐ **Average 63% recycling rate compared to waste**

☐ **Estimate 30% of the recycling achieved by public with 70% by cleaning services contractors post match**

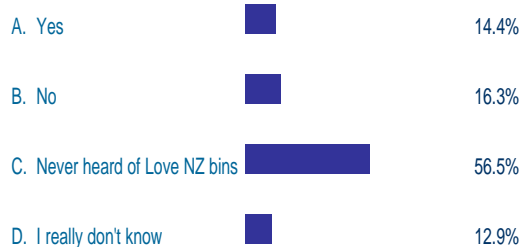
How do we change this to get more public activity?



MARKET RESEARCH 2011

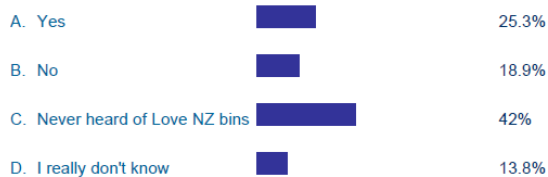
Do you have Love NZ recycling bins in your area? July

Results for 2440 total responses (format: Multichoice)



November

1. Do you have Love NZ recycling bins in your area?

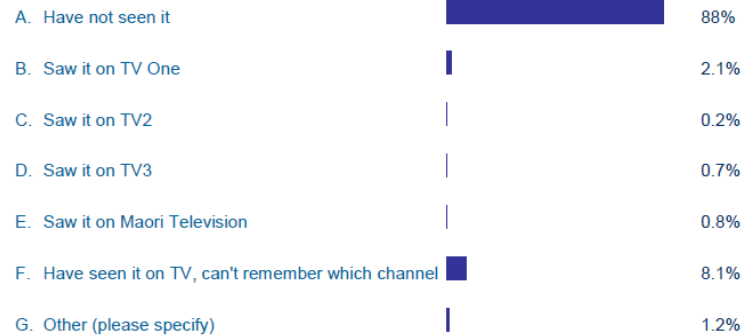


2. Have you seen billboards, bus shelter advertising or buses promoting the Love NZ recycling campaign?



10. Have you seen the Love NZ TV commercial featuring the animated TidyMan figure on the following TV channels

Please tick all that apply



- ☐ 52.4% have signed MoUs with GPF
- ☐ 16 organisations have committed up to \$775,000 in servicing bins, sponsorship
 - ☐ 37.5% say their investment will increase over the next 12 months
 - ☐ 31.2% say their investment will remain the same, while
 - ☐ 25% say their investment will decrease and
 - ☐ 6.2% will not contribute in the next year.

85.7% would support an initiative through which the private sector provided recycling facilities on or adjacent to their premises, to reduce councils' burden in providing public place recycling

64.3% support the use of Love NZ on packaging

LOVE NZ PUBLIC PLACE RECYCLING COMMERCIAL ACTIVITY

The next phase of the project is to install approx 120 permanent recycling bins in commercial locations

Build collaboration between local councils and commercial sector

Extend recycling to include paper cups and Tetra Pak

This needs to be supported by a consumer awareness and marketing campaign



Consumer Awareness



SPORT, MUSIC AND EVENTS



[Home](#)[Our Mission](#)[Supporters](#)[News & Events](#)[About us](#)

We're helping New Zealanders put the Love back into recycling!

Being tidy Kiwis is easy with Love NZ. You'll spot our friendly bins in all the public places you like to hang out – the local parks, sports stadiums, and tourist areas. Our team has a big vision – for an even cleaner, greener New Zealand, and strategic partnerships to make it happen. We believe that with your help, it's possible to reach our 2011 goal of 9000 tonnes of material recycled – so, when you've finished your drink, don't forget to show our bins some love!

[our mission](#)

2011 GOAL
9000 TONNES
OF CANS, GLASS AND
PLASTIC BOTTLES

Learn more about
our 2011 goal



Upcoming Events

Smokefree Rockquest

17th September, 2011

1 Claudelands Arena in Hamilton

Smokefreerockquest is New Zealand's only nationwide, live, original music, youth event. Now well into its third decade, the series of 29 events reaches audience numbers in excess of 24,000 every year.

[view event](#)

Show NZ some love

LOV Love NZ on Facebook



2 people like Love NZ.



Lutisha Janna

Latest News

Hawkes Bay recycling

Love NZ Team

18th of September, 2011

Love NZ has been launched in Hawkes Bay where the Love NZ public place recycling programme took centre stage at the end of July.

[read more](#)

Thanks to our sponsors



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Ministry for the
Environment

Waste Minimisation Fund