



Hello all

Welcome to another update from Real Recycling. It has been some time since we last sent out a newsletter, but work at the business end of kerbside recycling has been powering ahead.

Another great year is over and every year the amount of material Real Recycling collects increases. In the year July 2005 – June 2006 we processed almost 30,000 tonnes of recycling – an increase of 7.7% from the previous year.

Tonnages of recycling materials collected via Real Recycling have nearly outstripped tonnages for rubbish collected from kerbside. This is a fantastic result in just nine years. We hope that in the next five years material recovered at kerbside will be twice as much as rubbish sent to landfill via council collections.

Our research also shows that 92% of people in Christchurch City and Waimakariri District put out their recycling crates at least fortnightly, and the vast majority know what is acceptable for recycling, what isn't, and how to prepare it correctly.

Unfortunately, despite knowing how to recycle properly, many less dedicated people don't follow through in their actions. We are maintaining our TV campaign to help reinforce the message, but it is often the influence of friends, families and colleagues that really helps people to change their habits.

We know that you, as a gold crate nominee, care enough to make the effort. So please encourage others you know to do so as well; you might even like to pass this newsletter on to them. By working together we can encourage positive changes in our community's recycling habits that will help us achieve ever better results each year.

We hope you enjoy reading this edition of Real Recycling News, and would be happy to receive your feedback about the newsletter, or any issue related to Real Recycling kerbside collection. And please, if you don't want to keep this newsletter once you've read it, don't forget to recycle it!

Stephen Bain,
Real Recycling Chairman

Christchurch City Council crate policy change

Financial constraints have forced the Christchurch City Council to limit the number of recycling crates it issues householders.

Every home in Christchurch City, where kerbside collection is provided, will still be entitled to two crates free of charge but from Monday 29 January those wanting more will need to prove their existing crates are damaged, or pay \$12 to get a new one.



The change in charging policy has been prompted by concern that some people are mis-using the crates and amassing them for use around their homes and gardens. Each month the Council distributes more than 1500 recycling crates. About 35% of those go to new homes, but the remainder are replacement or extra crates.

The Council recently decided that it was not in a financial position to provide households with more than two free crates. If one of your crates is badly damaged the City Council will replace it at no cost but staff will need to see the damaged crate first.

Contracts Manager Tim Joyce says the City Council did not want to penalise good recyclers, but it could no longer bear the cost of 1500 new crates every month. "We don't want to discourage people from recycling but we need to do something to stop people abusing the system," says Mr Joyce.

People could reduce the risk of their crate being stolen by printing their address on the crate as soon as they received it, and by bringing crates back onto their property as soon as possible after collection.

Staff profile:

Howard Chapman, TerraNova Parkhouse Rd Site

Howard Chapman has been with the TerraNova organisation for over five years, recently moving from the Paper Plant to Parkhouse Rd where cans, glass and plastics are delivered.

Howard oversees the can sorting line, and uses his 'kiwi ingenuity' to undertake maintenance or make improvements to current systems. Howard says he enjoys the variety his job offers him, particularly the day-to-day challenges of coming up with solutions to get a system going better. "I like to go around site and get bits that are scrap and recycle them. The first week I was here the motor on the sort line died and so I got a motor from out the back and reconditioned it – it saved several thousand dollars."

Already Howard has created a mesh and wire over-tunnel to prevent the wind blowing cans off the conveyor belt. "Now I'm going to design and build a rotational sifter (a symmetrical, perforated drum that rotates and pulls cans through, while allowing contamination to fall out through the holes) that will hopefully reduce contamination by about 80%," says Howard.

Howard owes much of his engineering and mechanical skill to the influence of his uncles, who included an engineer, a builder and a mechanic. Howard says he is glad to be in a role where these abilities are recognised and utilised, and through which he can have direct input into the company. That input, and the people, are the best parts of the job. The worst, he says, is definitely the wind, which causes havoc on the site.

A rewarding part of the job, Howard says, is the opportunity to make a positive impact on the environment. "Recycling really is the way of the future. A lot of people – especially producers of packaging – don't think of the consequences (of the waste we produce). Recycling is a necessity, and we need to redevelop our recycling technologies or future generations will suffer."



Getting to grips with glass

It is no secret that glass recycling is becoming increasingly difficult. This is due to high costs of transporting glass to Auckland to the only large scale bottle manufacturer and recycler in New Zealand, and the limited volume of glass the company can accept for recycling.

Glass containers from the Real Recycling collection go to partner organisation TerraNova to be sorted and marketed.

Some glass is crushed into various grades of glass sand which is used as BlastGlass for the sandblasting industry, and FilterCrystal for swimming and spa pool filtration.



Crushed glass trials at Sandihurst.

TerraNova has initiated a variety of trials to find local alternatives to the glass problem. One recent experiment which gained a lot of media attention is a two-year trial with Lincoln University and Sandihurst Winery, which may see crushed wine bottles used in vineyards to assist in grape ripening.

Successful earlier trials of crushed glass as a decorative garden mulch sparked the idea of using glass' reflective properties to accelerate the ripening process in commercial horticultural applications.

The use of crushed glass in vineyards - a first in New Zealand, and possibly the world - has already generated international interest. Preliminary results are promising, showing increased yields and a decrease in pests such as slugs and snails.

Trials are also in progress to look at other possibilities for recycled glass, including use in golf greens and bunkers, tennis court turf, and road painting.

Light grade green glass sand has been informally trialled on tennis courts and the putting greens of a local golf course, and now the NZ Sports Turf Institute will implement formal trials for a further six-nine months. Glass sand is both safe to use and touch and, like sand, it raises and supports the pile of the turf.

Other trials in progress include the use of polish grade glass sand in non-slip road paint. The glass sand gives the paint a gritty look and feel, and therefore provides increased traction.

If the trials are successful, these schemes could provide a viable solution to the growing problem of glass recycling in New Zealand.

Real Recycling gets real results

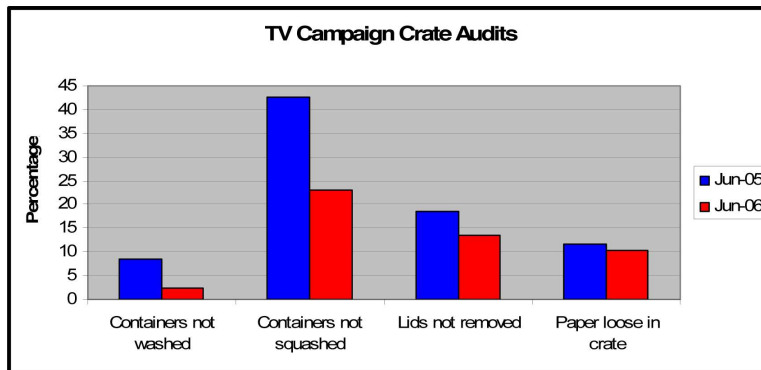
Since February 2005 Real Recycling has run a television campaign designed to encourage kerbside recycling, and show people the correct way to prepare their recycling. To measure the effectiveness of the advertising in increasing knowledge and changing attitudes we ran research at several stages of the campaign. We also carried out physical crate audits in designated streets where crates were examined to measure actual recycling behaviour.

The results of both surveys have been impressive.

Awareness of what could be recycled at kerbside, and how to correctly prepare it, was in general high (well over 80% for most categories, except for aerosol cans) before the campaign began, but still rose in conjunction with the TV advertising. Particularly pleasing was the rise in automatic recall, meaning the interviewee remembered particular items, or the correct way to prepare them, without needing to be prompted by the researcher.

One very interesting result from the research related to supermarket bags. Only 16% of people put their bags out for collection after unpacking their groceries. While this implied that many were going to landfill, our research in fact showed that more than half were used for other purposes, the most common being to line household rubbish bins.

The most pleasing results, however, were the practical crate audits, which reflect what people actually do, rather than what they say they do. These are shown in the graph



above. All categories showed improvement, with the exception being the quantity of wrong plastics (ie plastics not coded 1 or 2) being put out for collection; this category rose from 6.74% to 9.82%. The most likely reason is that people took on board the message to recycle plastics, but the fact that this applied to selected plastics only was somehow lost.

Overall the improvements to attitudes, knowledge and behaviour have been very pleasing. In both Waimakariri

District and Christchurch City recycling (in tonnes) is nearly outstripping the volumes of rubbish being collected at kerbside each week, and that's a great achievement.

Out on the street

You might have noticed a subtle change in the look of your Real Recycling collectors and trucks in recent months. The collectors are sporting some new attire – high visibility vests with the Real Recycling logo on them. The fleet of fifteen recycling trucks they operate has also all been repainted and branded with the Real Recycling logo and by-line, so that our frontline team now provide a cohesive brand promotion.



TPI staff show off the new Real Recycling vests

Another five plain white trucks have been added to the fleet due to the sheer volume of material being recycled recently; keep up the good work!

The trucks are operated by one of the four partners in Real Recycling, Transpacific Industries (TPI). This company took over previous operators Onyx, but the collection procedures and policies remain the same.



Examples of 1 and 2 plastics



A newly branded truck at work

You make the difference

It's an ill wind...

With the nor-wester season in full swing, wind blown litter from Real Recycling crates is not uncommon. These helpful hints can ensure your recycling is kept secure:

- Ensure all paper and small thin card is in a plastic supermarket bag, and the handles are tied
- Tie all larger cardboard into bundles the size of your crate
- Squash containers (plastic, tins and aluminium cans)
- Use only official Real Recycling crates for your recycling
- Place heavier items on top of your crate (i.e. bagged newspapers) to hold lighter items down
- If your crate is only semi-full of lightweight products, and it is a very windy day, the crate may blow over. To combat this place bagged paper or cardboard on top of your crate.



Secure crates!



Nothing escaping from this crate!



Litter from overflowing crates/unofficial containers



Light crate blown over on a windy day

Information at your fingertips

If you haven't checked out the Real Recycling website yet (www.realrecycling.com), then why not look it up? A recent makeover has made it easier to read and navigate.

The site provides you with all of the basic information that you need relating to kerbside recycling in Christchurch City and Waimakariri District. You can check out what items are accepted for Real Recycling collection, how to prepare them, when to put your recycling crate out, or request further information that you might need. You can also download A4 posters outlining what can be recycled by Real Recycling

Tips

- Your recycling should be put out only in your official Real Recycling crates. Please don't use other containers e.g. cardboard cartons. These can absorb water and collapse, littering the kerbside and street.
- Place all paper and small thin card e.g. tea and soap boxes inside a plastic supermarket bag and tie the handles.
- Removing the lids from an item ensures that it is empty and won't cause contamination amongst the recycling items. It also ensures that non-recyclable lids do not get mixed in with recyclable products.
- All your recycling is partially processed by hand. Please be considerate with your preparation: rinse containers, and do not place broken or jagged items in your Real Recycling crate.
- Public holidays may mean your recycling day moves to a Saturday rather than your normal recycling day. Call the Real Recycling information line on 941 8833, or visit www.realrecycling.com to find out about collections on public holidays.

(these posters are also available at any council service centre).

We'd also love to know what you might find a helpful addition on the website, so that we can further develop it to meet your needs. Log onto www.realrecycling.com and fill in a feedback form if you have a suggestion, or need clarification on anything relating to Real Recycling kerbside collection.

You can now also get information by phoning our new call centre on 941 8833. The call centre operates from 9-5 weekdays.

Receive your newsletter by email

If you would like to receive this newsletter by email rather than hard copy please email info@realrecycling.com and give us your email details. Please also include your full name and street address so that we can remove your name from the hard copy database.

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REAL RECYCLING

You make the difference

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Home
Real Recycling collects, sorts and finds markets for the household recycling collected at kerbside in Christchurch City and Waimakariri District areas.

Recycling is easy to do and it:

- reduces the need for landfills
- protects the environment
- conserves resources

Please browse this website to find out what you can recycle and how you can help make a difference.

Holiday Collections Collection days may be different over the holiday period. Please click here to see your collection days and times

Please email info@realrecycling.com with any questions or comments.

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You make the difference