



EcoMatters

ZERO WASTE EVENTS WEBSITE REPORT 2020-2021

ADVISOR NETWORK MEETINGS

We held four Zero Waste Advisor meetings during the year, in October, December, March and May.

Feedback / Theme:

- 101 Zero Waste Events Guide to Success
- 101 Zero Waste Events Guide to Success - translations (Chinese, Tongan, Samoan and Te Reo Maori)
- Reviewing grant (making improvements based off feedback received)
- Personal development opportunities for advisors, to ensure the most up to date information is being given to event organisers
- Encouraging the use of the rating scale for events (Platinum, Gold, Silver and Bronze)
- The need for more information on reusables at events.



(Left to Right) Dave Watson, Kayleigh Appleton, Jessie Wu and Ina Patisolo.

Zero Waste Events 101 Guide to Success was created

Why a Zero Waste Event?

- Auckland Council's aspirational goal is to be Zero Waste by 2040
- More waste diverted from landfill is better for the environment
- Less litter makes your event look and feel better
- It is a public demonstration of your brand values
- It makes your event more attractive to sponsors, funders, and attendees
- A zero waste event creates goodwill amongst your team
- Events are a great way for the public to engage with and learn a zero waste approach.

What is a Zero Waste Event?

- A Zero Waste Event is one where careful consideration is given to the products used on site and where these end up **post event**
- The aim is for event waste to be recycled, composted or avoided altogether
- The zero waste approach is designing an event that generates less waste, and/or the right kind of waste for reuse
- It also involves educating patrons and raising environmental awareness about waste minimisation

Planning

- Step 1** - Event Planning, seek a zero waste champion, set achievable waste goals, do a waste budget, and apply for our [grant](#)
- Step 2** - Complete your [WMMP](#) (three to six months before your event)
- Step 3** - Ensure you have a [waste management budget](#)
- Step 4** - Engage with an [advisor](#)
- Step 5** - Engage with [vendors](#)
- Step 6** - Engage with the [waste service providers](#)
- Step 7** - Marketing and promotion of your event
- Step 8** - Engage with [volunteers](#) and bin monitors
- Step 9** - Get feedback at the event, and remember to [capture waste diversion stats](#)
- Step 10** - Celebrate your success and share your stories.

Four easy steps

1 - Reduce waste coming in

Think about all the ways that waste could be brought into the event. For example, food and drink can be a big generator of waste. Instead of providing disposable plates, cups and cutlery, you can provide reusable alternatives or ask attendees to bring their own.

If you're running a large event with vendors, outline your expectations for packaging, serving and waste disposal in your [vendor agreement](#).



2 - Provide the right bins

The number of bins required will depend on attendee numbers. Put bins together in stations to make it as easy as possible for attendees to dispose of their waste. If you're aiming to completely eliminate waste to landfill, you may decide not to supply a landfill bin.

| Event Star Rating | Description |
|---------------------|---|
| Platinum Star Event | <u>Reusables</u> , organic (just food) |
| Gold Star Event | Recycling and Compost bin (Food waste and/or compostable packaging) |
| Silver Star Event | Rubbish, Recycling, and Compost bins (Food waste and/or compostable packaging) |
| Bronze star Event | Rubbish and Recycling |



Hot tip: Make sure you have enough bins, and that they're big enough and placed in convenient spots, such as places where people are likely to eat. Overflowing bins are a nightmare for clean-up.

3 - Let people know

Promote early

Publicise your event as a 'Zero Waste Event.' In the lead up, you can send reminders for people to bring their own gear, such as water bottles and reusable coffee mugs.

Create clear signage

Signs should be clear and bold, so your bin stations are easy to find. What you accept in your compostable bins may depend on whether their contents are going to be commercially or home composted.

Staff bin stations

There is often confusion about what can be recycled or composted. The best way to stop items from ending up in the wrong bin is to make sure there's someone there to help attendees choose the right one.



4 - Capture feedback and waste data

Find out from your attendees & vendors what worked and what didn't - it will help you do even better next time. If you can, record and share any information on how much you've diverted from landfill. You never know who you might inspire!

Resources you can find at the Zero Waste Events website:

- [Free loan gear / waste service providers / packaging](#)
- [Zero waste case studies](#)
- [Zero waste event grants up to \\$200](#)
- [Zero waste event advisors / free advice](#)



Visit [The Compost Collective](#) for composting advice and courses.

Visit [ShareWaste](#) to find like minded people in your community.

Checklist for bin station monitors

1. Write a list of which waste companies you are using for each waste stream, so they know where the waste will end up
2. Point out any event-specific items that they may encounter during your event, and where they need to go (eg, crockery)
3. Make sure to have volunteers on short shifts (no longer than four hours at a station)
4. Tell them the difference between compostable and biodegradable packaging
5. Tell them about the different types of plastics and which ones can go into the recycling bins
6. Help them understand what contamination looks like
7. Health and Safety plans in place
8. Provide appropriate PPE (gloves, grabbers, aprons, etc)

Checklist for Stallholders and Vendors

1. Make sure that they are using the correct [packaging supplies](#)
2. Know the difference between [home compostable and what needs to be commercially composted](#)
3. [Reusables - case study](#)

Stay connected with the Zero Waste Movement in Auckland

1. [Getting to Zero](#)
2. [EcoMatters](#)

ZERO WASTE EVENT GRANTS

36 Total applications submitted.

33 Applications approved.

3 Applications not approved.



Total grant amount approved
\$6,600
* 5 events withdrew applications.



ZERO WASTE EVENT RESULTS - Boulevard Art Fiesta

26.8% Recyclables (kgs)

70.5% Compostables (kgs)

39.8% Rubbish (kgs)

137.1% Total Tonnage

71% Percentage Diverted



ZERO WASTE EVENT RESULTS - Summer Spectacular Weekend

99.7% Recyclables (kgs)

47.8% Compostables (kgs)

86.6% Rubbish (kgs)

234.1% Total Tonnage

63% Percentage Diverted



GRANTS PROMOTION

The Zero Waste Events grant has been promoted in the following places:

- Getting to Zero Newsletter
- Live Lightly Facebook page
- Neighbours Day website
- EcoFest West and EcoFest North event hosts
- Paid promotion via Facebook
- Facebook post shared by Local Boards
- NZ - Zero waste Facebook group
- Zero Waste Ki Tamaki page
- Auckland Council Regional Grants overview page
- The Big Idea noticeboard
- Personal email to relevant community organisations
- Zero Waste Network Resources webpage
- Tiaki Tāmaki Makaurau | Conservation Auckland
- Editorial coverage in the Blockhouse Bay Beacon

Zero Waste Event Grants Now Available

Now it's easier than ever to make your community event zero waste. You can apply for up to \$200 for a community event in Auckland, to help reduce waste and recycle more, thanks to grants from Auckland Council.

The grant can go towards zero waste-related expenses such as hiring reusable cutlery, crockery or recycling and food scraps bins, or paying for recycling and food scrap collections. You could also use it for purchasing compostable packaging or for thank you vouchers for volunteers helping with waste-related tasks.

It's quick and easy to apply, and you'll hear back within seven business days if your application is successful. **Find out more and apply here: zerowasteevents.org.nz/zero-waste-events-grant/**

GRANTS PROMOTION - ZERO WASTE WEBINAR

A Zero Waste Events webinar was held for event organisers, to share information as well as promote the Zero Waste Events grant. The webinar was well attended, with 45 people participating from all across the country.

Zero Waste Events webinar



Sarah Jane Murray
EcoMatters Environment Trust
Zero Waste Initiatives Team Leader



Dave Watson
Auckland Council/GreenShoot Pacific
Specialist Zero Waste Advisor



WEBSITE UPDATES



WEBSITE IMPROVEMENTS

In 2019/2020 we surveyed website users on what they would like to see improved. This year we have been working on the following items from this survey:

- Provide an example of a good WMMP plan for different size events - **In Progress**
- Edit home page image to remove perception of a preferred supplier - **Completed**
- Include more variety of case studies - **Completed**
- Solutions for post event waste such as corflute signs and a list of local event resources - **Completed**
- More workshops about 'how to run a zero waste event' for which you can register your interest on the website - **Completed**
- Helpful tips for bin monitors with FAQ and reactions from the public - **Completed**
- Include more languages of our 'guide for a zero waste event' PDF - **In Progress**

CASE STUDIES - AVONDALE CHRISTMAS MARKET



<https://zerowasteevents.org.nz/avondale-christmas-market/>

CASE STUDIES - WESLEY MARKET



LOAN GEAR BOOKINGS & WASTE MANAGEMENT PLANS

To date we have received 139 Waste Management Plans (WMP) via the website.

- This year we have received 64 Waste Management Plans

To date we have received 243 bookings for loan gear via the website.

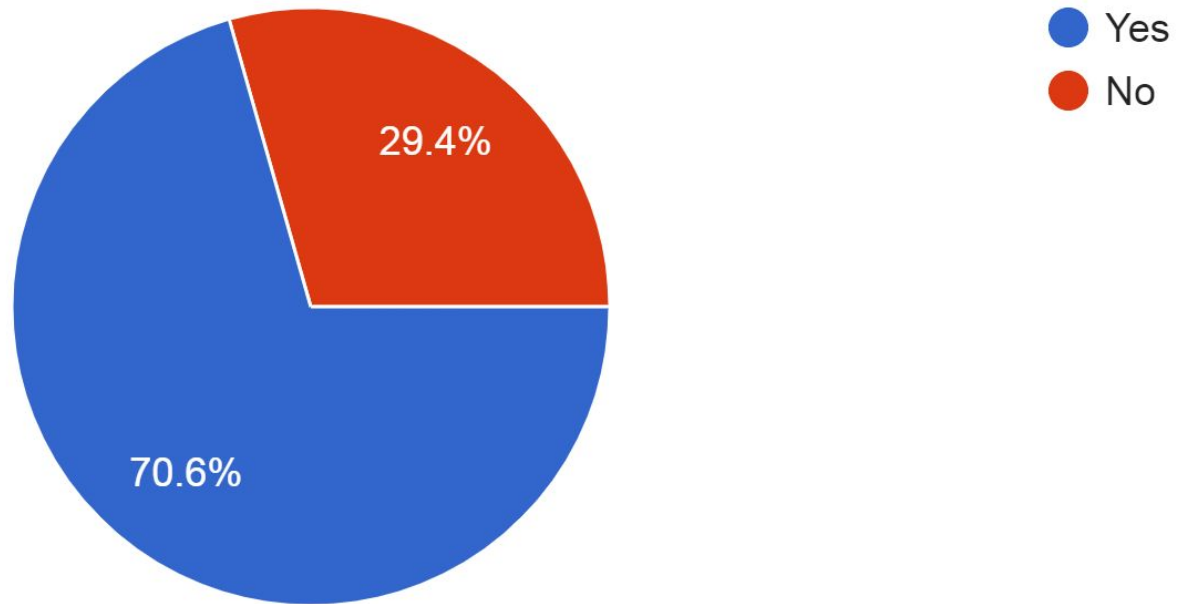
- This year we have received 59 bookings for loan gear.



LOAN GEAR SURVEY

Did the service met your expectations?

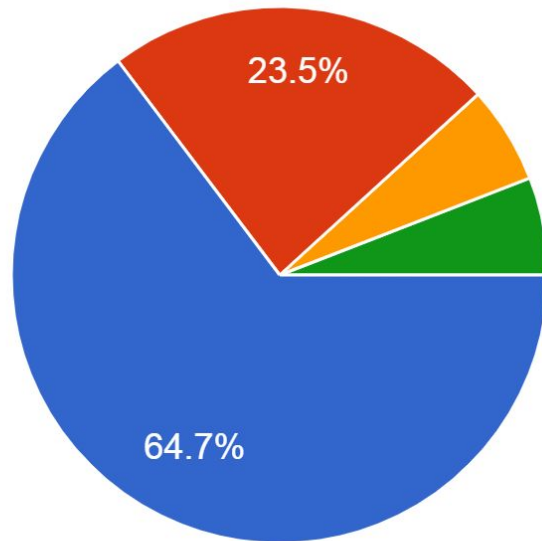
17 responses



LOAN GEAR SURVEY

Did you receive everything you ordered?

17 responses

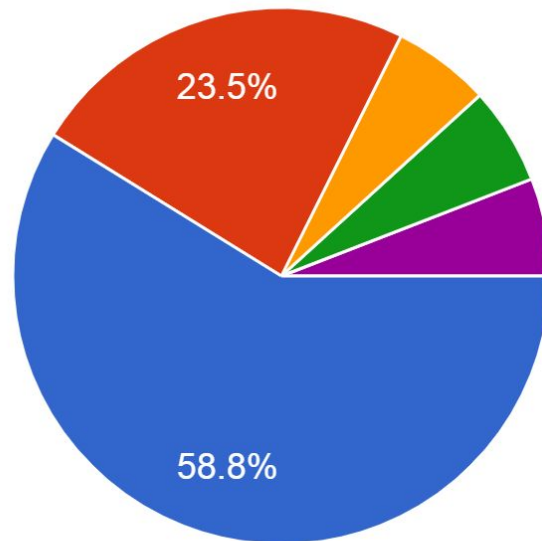


- Yes
- No
- Bin covers were not received and when I followed up I was told they couldn't be located
- We had to chase down flag banners, eventually picking them up

LOAN GEAR SURVEY

Did the gear you ordered turn up on the day you ordered and get collected?

17 responses

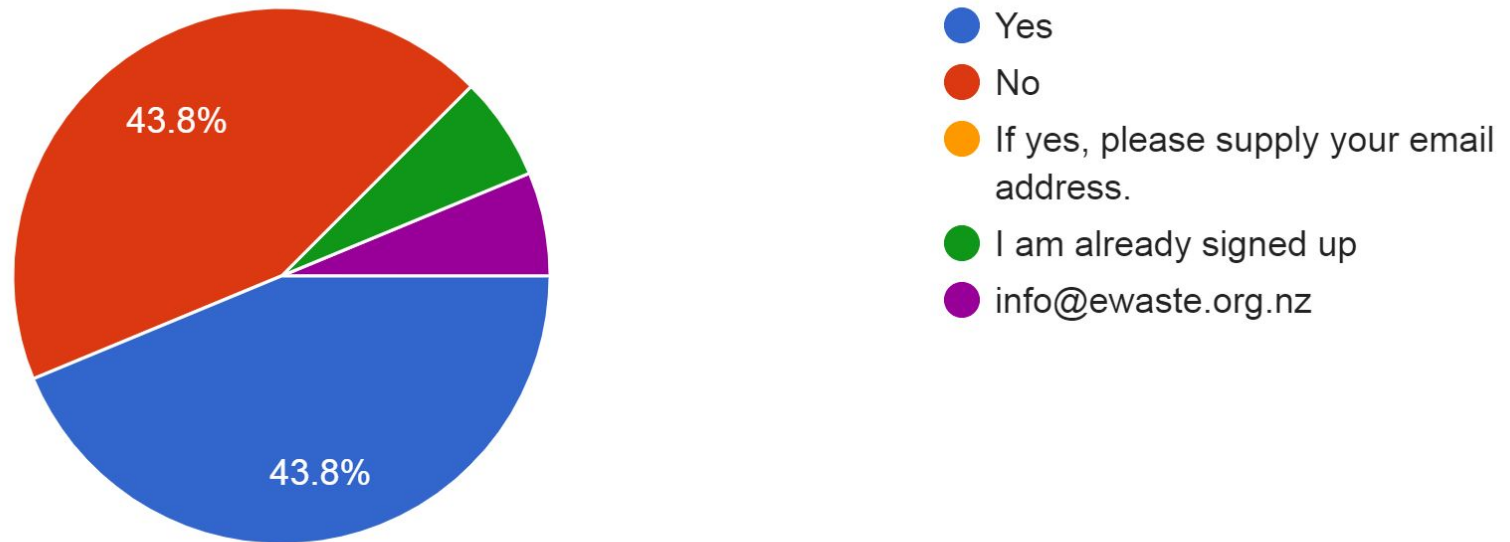


- Yes
- No
- I had to ring and enquire why it didnt arrive on ordered day but they delivered it on event morning as it suited them better - good outcome but i had to ma...
- Turned up on time but was left here for 4 weeks after the event, I emailed and phoned the team and it got collected v...
- Didn't get picked up

LOAN GEAR SURVEY

Would you like to sign up to the 'Getting to Zero waste Newsletter'?

16 responses

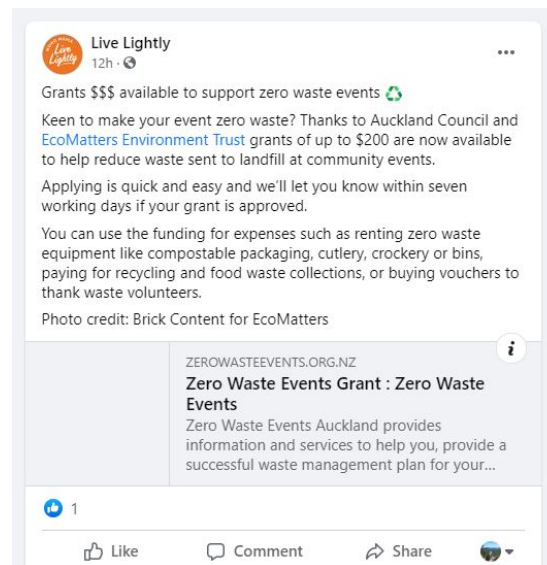


WEBSITE PROMOTION (including grants promotion)

Kaipātiki Project Facebook page - Oct 2020



Live Lightly Facebook page - Nov 2021



Getting to Zero Facebook page - Nov 2020



Big Idea website - Nov 2020

Funding Assistance

Several Auckland Local Boards and other organisations offer small grants to assist with putting on Neighbours Day Aotearoa events. Check them out and [let us know](#) if you find more ways to get funding! We will list places to apply for funding as they become available.

• Thanks to Auckland Council and EcoMatters grants of up to \$200 are now available to help reduce waste sent to landfill at community events. Check it out [here](#).

kiaora@neighboursday.org.nz

neighbours
day AOTEAROA

Facebook
Instagram

Getting to Zero newsletter - Nov 2020



Grants available to support zero waste events

Keen to make your event zero waste? Thanks to Auckland Council and EcoMatters grants of up to \$200 are now available to help reduce waste sent to landfill at community events.

Applying is quick and easy and we'll let you know within seven working days if your grant is approved.

You can use the funding for expenses such as renting zero waste equipment like compostable packaging, cutlery, crockery or bins, paying for recycling and food waste collections, or buying vouchers to thank waste volunteers. [Find out more and apply here](#)

Image: Brick Content for EcoMatters

WEBSITE PROMOTION

Blockhouse Bay Beacon - Feb 2021

18 • February 2021 | www.bbbn.nz

Collective action benefits local environment

The environment has benefited from collective action during 2020, according to new figures from EcoMatters Environment Trust.

More than 49,000 EcoMatters volunteers, supporters and team members have helped reduce 360t of land fill, equivalent to 58 times the area of Eden Park, and kept waste equal in weight to five blue whales out of landfill.

On average, 46 bike repairs have been supported each week, while five homes a week have benefited from sustainability improvements.

These achievements are part of the charitable trust's Highlights 2019-2020, showing the impact its work is having on the local environment.

"It's such a challenging year, we're immensely proud of what has been achieved with the help of our valued volunteers, funders and supporters," says Danes Riechardt, EcoMatters CEO.

"Community environmental action has continued to thrive in Auckland, thanks to the dedication and enthusiasm of our community."

Established in 2002, EcoMatters today works in aid with the community to help people move nature, reduce waste, ride and fix bikes, grow food, and live more sustainably.

Highlights for 2019-2020

- 11,672 plants nurtured
- 201,976g of waste collected
- 543,976g of waste diverted from landfill
- 2154 environmentally-focused workshops and events
- 2412 bike repairs supported
- 1186 bikes sold or gifted
- 287 homes now more sustainable

Free efficient shower-heads for local homes

Locals could save hundreds of dollars a year on water and power bills, thanks to free efficient showerheads.

EcoMatters Environment Trust, thanks to support from Line Lightly, More 10 and Watcare, is installing efficient showerheads for free in eligible homes in New Lynn, Green Bay, Kilmore, Rosedale, Avondale, New Windsor or Blockhouse Bay.

There are still showerheads available, while stocks last, so to find out more about if your household is eligible and to book your free installation, please visit ecomatters.org.nz/showhead

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Visit ecomatters.org.nz to find out more.




Zero Waste - Feb 2021

Zero Waste in NZ!

Anna Kary shared a post.

Looking for an easy way to help make an Auckland community event zero waste? You can now access up to \$200, to help with zero waste-related costs, thanks to Auckland Council. Find out more from the post below.



EcoMatters Environment Trust

2h • 1

Now it's easier than ever to make your community event zero waste. You can apply for up to \$200 for a community event in Auckland, to help reduce waste and recycle more. [See more](#)

Like Comment

Western Local Boards Facebook pages - Jan 2021

Henderson-Massey Local Board

18m • 1

Want to make your event zero waste? There's a grant for that!

[Show Attachment](#)

Like Comment Share

Whau Local Board

18m • 1

Want to make your event zero waste? There's a grant for that!

[Show Attachment](#)

Like Comment Share

Waitākere Ranges Local Board

18m • 1

Want to make your event zero waste? There's a grant for that!

[Show Attachment](#)

Like Comment Share

Big Idea website - November 2020

THE BIG IDEA

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Grants available to support zero waste events

27 Oct 2020

Keen to make your event zero waste? Apply for \$200 to help reduce waste sent to landfill at your community event.

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Find out more: <https://zerowasteevents.org.nz/zero-waste-events-grant/>



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WEBSITE PROMOTION

EcoMatters website



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WASTE ▾

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WHAT'S ON ▾

ECOHUB ▾

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ZERO WASTE EVENTS



Looking to make your next event zero waste? We've got all the resources and advice you need right here:

- [Zero Waste Events Flyer](#)
- [Zero Waste Events Gear](#)
- [Zero Waste Events Advice](#)
- [Zero Waste Events Grants](#)

Zero Waste Events Flyer

We have created a handy flyer which takes you through four easy steps to creating a zero waste event.

ZERO WASTE EVENTS WEBSITE ANALYTICS

Most visited pages

1.



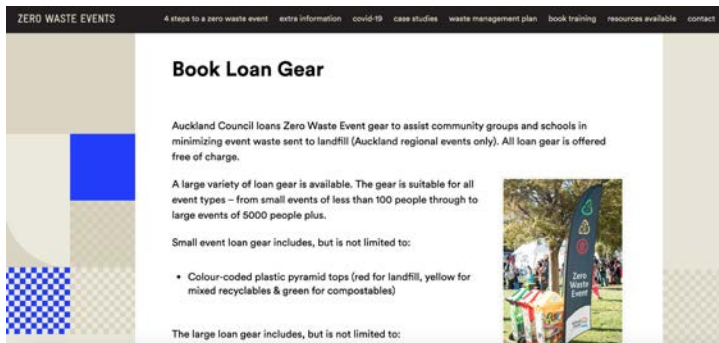
Home page - **down 37%** from last year

2.



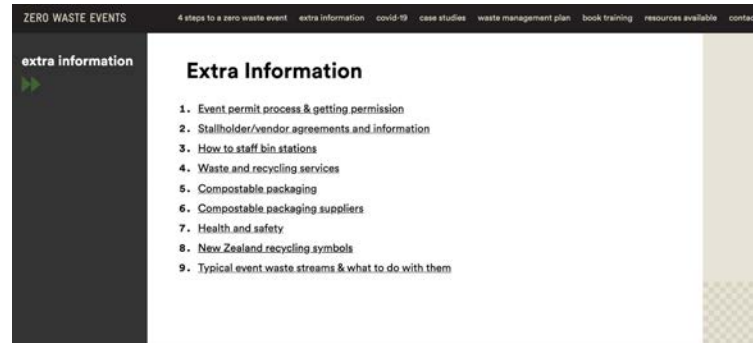
Waste plan - **down 26%** from last year

3.



Loan gear - **down 32%** from last year

4.

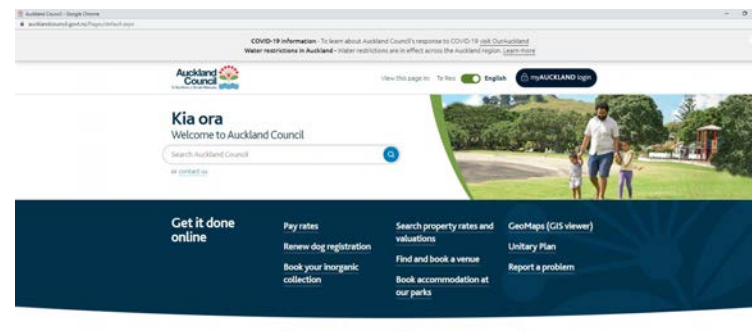


Extra information - **down 35%** from last year

5.



ZWE grant - new this year



Most referrals - **38%** - from Auckland Council

Busiest times of year - **February 2021** and **March 2021**

GRANT SURVEY RESULTS

We surveyed grant applicants to better understand what's working well and what can be improved, to inform our work plan for 2021-22. There were seven responses, from which we learned: Below are some of the highlights and insights.

- **What did you think of the funding process?**

The whole process has been very easy and user friendly. Myrthe was very helpful right from the start and made the process very easy. Myrthe was very helpful and informative with all my questions.

- **Did you find the Zero Waste Events Grant useful in making your event zero waste?**


Yes, very helpful, and encouraging, and we really want to do this every year for our school,. We as adults/parents learnt a lot by doing this and would like to learn more as it is such a big field. The students also learnt a lot.

- **Do you think we should increase the maximum funding amount?**

All seven respondents said yes.

GRANT SURVEY WINNER

As a thank you for receiving feedback we arranged a \$100.00 gift voucher from FriendlyPak.



\$100.00

Gift Voucher

This certificate entitles:

| | |
|-----------------------------|-----------------------|
| Karla Macdonald | 6 July 2021 |
| <small>(THE BEARER)</small> | <small>(DATE)</small> |

One hundred dollars worth of Compostable Products from Friendlypak
Please contact us to arrange

www.friendlypak.co.nz | www.vegware.co.nz | sales@friendlypak.co.nz
Free phone 0800 rethink (738 446) | +64 (0)9 950 420
651b Rosebank Road, Avondale, Auckland 1026
Business and showroom hours Mon to Fri 9:00am to 2:30pm
This voucher is valid for one year from the issue date.

Good Afternoon Myrthe

WHOOOP WHOOOP!!! That is just crazy (good) news 😊. Thank you that is really exciting, it is nice to be a winner, you have made my day. I look forward to purchasing a \$100 worth of items from [FriendlyPak](#). A MASSIVE thank you to you Myrthe for being such a wonderful representative of EcoMatters and its promotion of Zero Waste and thank you to [FriendlyPak](#) for making compostable and biodegradable products available.

Hopefully, we are successful in our application to AT for another Bike Day event for 2022. Take care Myrthe and thanks again for all your hard work.

Regards

Karla Macdonald
Communication and Projects Coordinator

Grandparents Raising Grandchildren Trust NZ
PO Box 34 892
Birkenhead



EcoMatters

zerowasteevents.org.nz