

Congratulations, North Shore City Council – the first officially launched local BusinessCare cleaner production network!

The BusinessCare -North Shore City Barry's Point Road Initiative

By Danielle Kennedy, waste minimisation officer, North Shore City Council

North Shore City Council set up a cleaner production project, the first full scale programme being carried out under the BusinessCare banner, to target businesses in the Barry's Point industrial area, Takapuna.

One of our objectives was to overcome the tendency for cleaner production projects to lose momentum once input and funding stops. To achieve this, we applied the following principles to the project:

1. Make it simple
2. Identify and encourage the champions within the businesses
3. Pick the low hanging fruit
4. Celebrate successes
5. Provide easy access to assistance and resources

We aim to try and establish an on-going business dynamic in the community, based on the "industrial ecology" model and developed the project methodology so as to expand it to other parts of the city in the future.

There are approximately 160 businesses in the Barry's Point area, most of them being automotive, sports, home and garden, and building and maintenance.

The project differs from most cleaner production projects by focussing on a geographic area rather than a business sector (eg, printers, retail).

Over 30 businesses paid the \$30 membership fee to become members of North Shore City Council's "BusinessCare Barry's Point Initiative".

Waste audits showed that approximately 80 per cent of the member businesses waste currently being disposed of to landfill could be recycled.

We provided each business with a waste management plan, which identified the components of their waste stream and gave methods and contacts for recycling, along with recycling bins and paper recycling boxes.

A number of small businesses were given informal assistance such as being given a recycling bin.

Most businesses were interested in participating.

Participating businesses received -

- introductory letter
- introductory phone call and visit
- membership information
- membership certificate
- plastic kerbside recycling bin(s)
- office paper recycling boxes
- waste audit and assessment
- tailored waste reduction plan
- assistance with set up and 'bedding in' of systems (securing recyclers etc)
- networking function

The programme is being run with support from the following council staff :-

Danielle Kennedy, *Waste Prevention Officer*;
Judy Mulcahy, *Waste Minimisation Team Leader*;
Stuart Read, *Communications Advisor*.

Project managers for the programme:

Duncan Wilson, *Waste Not Ltd* and
Warren Snow, *Envision*.

All project communication has included the BusinessCare brand.

Although the pilot has taken longer than anticipated, everyone has been pleased with the solid waste reductions that even small businesses can make.



Who's Who

The Funding Information Service is a not-for-profit organisation collecting and distributing information on funding resources by way of three searchable computer databases. [FundView](#) contains information about funding for community groups in New Zealand. [BreakOut](#) holds information about awards, scholarships and grants for individual development. [Envirofundz](#) covers funding for environmental and conservation projects in New Zealand. The Funding Information Service developed this database under contract with the Ministry for the Environment to provide help to groups and individuals looking for funding for environmental and conservation projects. <http://www.envirofundz.org.nz/>
To find out more about the Funding Information Service visit <http://www.fis.org.nz/>

The New Zealand Recovered Materials Enterprise Trust (RMET) is the charitable trust that operates the [RecycLoans Fund](#), a loan fund established to support the development of products and markets utilising recovered materials. Its objectives are to achieve waste reduction, job creation and community economic development.
For further information email recycloans@pl.net
PO Box 33 1695 Takapuna, Auckland
Phone: 09 486 4066 Facsimile: 09 488 9410

International links

Soedirect (Australia)

This website provides online access to several important NSW EPA data resources, to assist Councils in preparing their own State of the Environment reports.
<http://www.soedirect.nsw.gov.au/app/index.jsp>

The Nanaimo Recycling Exchange (US)

They will tweak your interest in a sustainable lifestyle; help you become less of a consumer and more of a conserver; provide an information exchange of hundreds of links to consumer issues, sustainable community development and the environment. <http://www.recycling.bc.ca/index.html>

Envirowise (UK)

Every year, the Envirowise Programme helps thousands of businesses across the UK improve profits. It has published more than 70 best practice guides and, in the last year alone, saved British businesses more than £100 million. Envirowise is a government programme offering free, independent advice on practical ways to minimise waste and convert turnover into profit. <http://www.envirowise.gov.uk/>

Citiraya (Singapore)

Their commitment to the environment is driven by their belief that environmentally-responsible waste management can bring clients significant bottom-line benefits - both in terms of resource efficiency, increased market share and, in the financial returns possible from precious metal recovery. <http://www.citiraya.com/>

Water Wiser (US)

The Water Efficiency Clearing House. Visit this American website and try out the [drip calculator](#). You'll need to scroll down the page a little to find it.
The home page is found at <http://www.waterwiser.org>

What's On

ECO Annual Conference - Making Waves: Community and the Environment

Venue: Quaker Settlement
76 Virginia Road, Wanganui
Date: Friday 24th - Sunday 26th August 2001
The conference will examine how the community can / is engaging with and about the environment through direct conservation efforts on land and on the coast; partnerships for conservation and the environment; the RMA, and the local body elections. We will have a special session on Oceans and on fisheries, on community and non-governmental input into the World Summit on Sustainable Development (Rio 10 years on), and on the local responses to globalisation. We hope to span urban, rural and marine issues. The conference will be a mix of open sessions and ECO-only workshops. We plan not only to work but to have entertainment and to have a short field trip or two. The conference begins on Friday afternoon and continues through to Sunday afternoon. For further information contact the conference organiser Ross Gardiner by one of the following:
Email: eco@reddfish.co.nz Phone: 04-385-7545
ECO, PO Box 11-057, Wellington,

NZWWA 43rd Annual Conference & Expo 2001

(incorporating the 7th Annual Operators' Workshop)
Venue: Wellington WestpacTrust Stadium
Date: Thursday 20th September 2001
For registration and exhibitor information visit;
<http://www.nzwwa.org.nz/default.asp?file=events/annconf>

Expo Open Day

In conjunction with the Royal Society of New Zealand and Ministry for the Environment.
Venue: Wellington WestpacTrust Stadium
Date: Thursday 20th September 2001
Time: 10 am - 3 pm
If you would like to set up a display, phone Catherine Ibell on 04 470 5770 for further details.

International Water Association 3rd World Water Congress

This will consist of parallel sessions addressing research and practice topics on themes including: Integrated water cycle management; Underground infrastructure - the depreciating asset; Institutional management - business, social and environmental; Water and wastewater management - resources for the future; and workshops and various panel discussions.

Venue: Melbourne Australia
Date: 7-12 April 2002
For registration information contact:
Ms M Bates at Quitz Event Management
PO Box 632, Willoughby, NSW 2068 Australia
Tel: +61 294101302 Email: Quitz@bigpond.net.au

Environmental Biotechnology 2002

Biotechnology Applications for Treatment and Utilisation of Industrial Wastes
Venue: Massey University Palmerston North
Date: 15-17 April 2002
Closing dates to note for Environmental Biotechnology 2002
31 August 2001 for submission of abstracts and preregistration
15 October 2001 for notification of acceptance papers
15 December 2001 for submission of manuscripts

Contact Us

We welcome your input and feedback on this newsletter.

To send us your comments, add news items, ask questions, or to be added to our mailing list, contact us;

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