

Leading by example:

Personal responsibility supports NPDC recycling effort

Mike Baker is pleased with the recycling programme that has been implemented at the New Plymouth District Council. "The system works well because it's simple. The main requirement is that each staff member is responsible to ensure all paper products are recycled through the wheelie bins supplied," he says.

The New Plymouth District Council encourages everyone to recycle as much as possible, because it:

1. prevents reusable materials going into the landfill
2. provides a resource from previously wasted materials
3. saves Council disposal costs
4. preserves our asset - namely the landfill

Other recycling available within the council includes -

- printer toner cartridges (Xerox refills its own cartridges, and others are collected for recycling)
- plastic: there is a sack at the loading bay for all plastics
- bottles: there is a bin for bottles in the cafeteria

Each desk at the New Plymouth District Council has an old cardboard box (ex Xerox paper) for paper recycling. It is the staff officer's responsibility to empty their recycling box into the green wheelie bins specifically for paper recycling and located throughout the building. The wheelie bins are rotated.

Waste Management, the Council's refuse contractor, empties about five bins a day and transports the material to Taranaki Paper Recyclers. Waste Management also removes for recycling shredded paper, newsprint, cardboard, and computer paper.

Measurement

Waste audit inspires all

At the beginning there was light-hearted teasing, finger pointing and laughter. In the end, most of the factory workers at French Maid Foods (FMF) had an increased awareness of waste and how it might be better managed.

"It was an interesting process," commented Janice Attrill, the Quality Manager at FMF. "After the waste audit, we found that staff were making an effort to recycle and minimise waste. Obviously there is now a greater waste awareness amongst all staff."

FMF are part of a Hutt City Council and BusinessCare partnership initiative to build local capacity and active participation in cleaner production.

Overseas news

Is There a Business Justification for Environmental Management?

New Zealand brands itself as "100% pure", yet uptake of environmental management systems by New Zealand businesses is actually decreasing! What are we going to do when our trading partners find out?

Standards New Zealand and the Ministry of Economic Development ran a successful series of breakfast presentations that addressed these important issues. International expert Dr. Mary McKiel, from the USEPA, outlined how the USEPA is actively working with businesses and industry groups to promote the uptake of EMS, ISO 14001 and cleaner production. She was very clear that government has a key role to play in encouraging uptake through educational and regulatory means in order to help business protect their operations, their customers and the environment.

For more information, visit;

<http://www.standards.co.nz/seminars/environment.html>.

City of Melbourne and TBL

The City of Melbourne has developed a set of checklists, guidelines, templates and case studies for triple bottom line (TBL) decision making and reporting, based on its experience of the journey towards a thriving and sustainable city. They are the first generation in an ongoing process to embed TBL in key reporting and decision-making processes within local government.

In order to build a knowledge base across all councils, irrespective of size and resources, the Commonwealth Governments Local Leaders in Sustainability Forum identified a need to share practical examples of how TBL is being applied in local government.

The components will act as a foundation for ideas and frameworks that each council can adapt to meet their own TBL needs, strategic directions, sustainability priorities and decision making processes. The complementary components can be used independently or together.

It is hoped that over time, other councils will add their tools and experiences to this resource. This will ensure its longevity and relevance for all councils travelling the path to sustainability.

The City of Melbourne is committed to using TBL as a vehicle to achieving the goal of Sustainable Development and will continue to work in partnership with ICLEI to expand this toolkit over the coming year.

Visit their website at:

<http://www.iclei.org/anz/tbl/tbl.htm>

BusinessCare news

Update on where we're at

At the WasteMINZ conference 6-8 November, BusinessCare Chair Neal Absalom gave an update to local co-ordinators at a breakfast session.

"BusinessCare's development is really a three-phase process," he said. "The first phase was really setting up an infrastructure - the Trust and a head office. The second phase was setting up our service delivery tools, like the Toolkit for Change training, the website, newsletters and so on. The third phase is more about roll out of the programme to the business community through the local co-ordinators, and giving them the skills and confidence out there at the coal-face with businesses."

"BusinessCare IS its local co-ordinators," Neal said. Our vision is capacity building throughout New Zealand because we are aware that if companies want to become sustainable, there are just not enough people out there to help them "do it". The blend of technical cleaner production and the 'softer' (but in reality much harder!) "change management" skills needed are not widely available."

Neal briefed those present on the discussions we have had with a number of other sustainability organisations, briefly that:

- we will build a strong working relationship with the new Sustainable Business Network (SBN), the result of the merger between the AEBN and BSR, and will have a combined Board meeting early in the New Year to look at complementary activities
- we will work closely with Lesley Stone at the University of Auckland, who has a number of students doing advanced practical work on business sustainability
- we have moved our office to Auckland, and will be contracting WasteMINZ for office and other support

"We have talked extensively with our local co-ordinators, and feedback from them was very clear," Neal said. "In response to their views, we will maintain a watching brief on further developments among similar organisations with a view to formalising a long term future for BusinessCare, in consultation with our partner organisations and local co-ordinators over forthcoming months."

Rolling out BusinessCare support

Clare Feeney and Greg Brown have been interviewing local co-ordinators about the sort of help they would like as they develop and implement their cleaner production programmes. Key areas include:

- gaining adequate internal support
- programme development
- marketing and recruitment
- walkthroughs, site assessments and measuring
- change management in firms
- improving the website
- having an electronic discussion group
- developing lots more templates
- sector information
- refresher/specialist training
- networking with other cleaner production people
- programme management
- working with other organisations and programmes

We are acting on all these suggestions and will keep you posted. A summary will put be on the BusinessCare website later this year – look out for a link from this newsletter.

Regional updates

Nickie Jones and the Hawkes Bay BusinessCare team have been going well: they have prepared:

- a strategic plan of what businesses to target
- a communications and marketing plan
- marketing materials

They have also started work with a number of very large companies and are finding it challenging to apply their BusinessCare training to 'real life'!

Jocelyn Rennie of the Auckland Regional Council is also developing marketing materials and templates for local co-ordinators to use and amend.

☞ *These materials will be on the BusinessCare website from the New Year – watch this newsletter for links.*

In the next issue, we will update on where other councils are at, including Kevin Crutchley of North Shore, Michelle Dawson and Brent Bielby of Waitakere and more ...

SMF applications

BusinessCare has lodged funding applications to the Sustainable Management Fund to continue our cleaner production capacity-building work. We want to continue building capacity in councils, and also hope to extend this model to specific industry sectors, so that industry can also build its own cleaner production skill base.

Links

Some interesting conference reports

http://www.redesigningresources.org/conference/2002_conference/outcomes/company_outcomes.html

http://www.redesigningresources.org/conference/2000_conference/report/confrept01.html

<http://www.natcap.org/> ("Natural Capitalism")

Cleaner production tips

Marketing

From Tom Poland, Entrepreneurs Success Programme

The 'phone, mail, phone' strategy is a good one. Phone the business, find out the name of the manager you need to contact and their general availability, then prepare a script, e.g.: 'Thanks for your time - I'll be very brief. I'm going to be sending you an information pack about how your business can become more profitable by reducing waste, and would like to ask you 2 or 3 questions to find out what would be of most value to you. Would that be okay?' Get their approval to proceed.

Ask the 2 - 3 questions (prepare these carefully), then send the letter - a personalised one. Thank them for their time spent on the phone, then say: 'Based on our discussion, there are 2 or 3 key areas I think will be of interest to you. You will see in the enclosed information I've covered these areas and have highlighted them for you. Can I call you on Thursday to answer any questions you may have?'

Then call as indicated, again with a carefully prepared script. Now you are not just breaking the ice any more - you've built up the beginnings of a relationship, you have their permission to listen to you, and can move onto the next stage.

This approach gets 10 - 15 times the response that a cold call will.