

**Welcome to issue 26 of BusinessCare’s E-newsletter!** This issue looks at how to prioritise cleaner production options as well as reporting on the recent advanced cleaner production techniques and achieving behavioural change workshops held in Auckland recently and an update from Plastics New Zealand.

## Auckland Toolkit for Change Workshop – Advanced cleaner production techniques

The Advanced Cleaner Production Techniques workshop was held at the Auckland Regional Council on Monday 21 Feb 2005. 11 people representing industry, local government and independent practitioners attended the workshop.



Source: Greg Brown – Eco\$ense

The participants presented a broad range of knowledge on cleaner production and related issues. The topics covered during the workshop included:

- An overview of cleaner production
- Conducting a walkthrough
- Measuring resource use and waste
- Calculating the true cost of waste
- How we learn
- Strategic approaches to cleaner production

This is the first time the Toolkit for Change has been offered as a one off “modular” workshop. Previously the Toolkit for Change has been run as a series of 3 workshops over a 6-month period.

For more information on upcoming Toolkit for Change training workshops visit the BusinessCare website at [www.businesscare.org.nz](http://www.businesscare.org.nz) or contact Carole Inglis at WasteMINZ on ph: (09) 486 6722.

## Plastics New Zealand – Sustainability Initiative update.

The plastics industry environmental best practice programme began in July 2003 with 24 companies – 12 Auckland and 12 South Island based. Each participating

company is required to complete an environmental project and have in place environmental monitoring, reporting and management systems.

To date 72 companies have signed up to a wider sustainability programme of action and a plastics packaging recycling target has been set of 23%.

The industry is now reporting summaries of first completed projects which will be available soon on the Plastics New Zealand website - <http://www.plastics.org.nz>

For more information on this initiative contact Carolyn Cox - [carolyn.c@plastics.org.nz](mailto:carolyn.c@plastics.org.nz)

## WasteMINZ Workshop

A small but enthusiastic group of people attended the WasteMINZ Workshop “The Psychology of Persuasion” on Tuesday 23<sup>rd</sup> February, at the Heritage Hotel in Auckland. Philip Hesketh gave an entertaining address offering valuable information on how the mind works, plus how and why people choose certain behaviours.

He provided the participants with seven ways of improving their lives, both socially, and in business. These included:

- 5 things to start saying
- 5 things to stop saying
- How to remember other peoples names
- The 5 keys to persuasion
- 4 things to save or make money
- The 3 secrets to happiness
- The 2 aspects of the NAIL

You can see more of Philip’s philosophies on his website [www.heskethalking.com](http://www.heskethalking.com)

## Recommended Reading

Following the theme of the recent WasteMINZ workshop looking at “Achieving Behavioural Change” (Philip Hesketh), *INLUENCE* presents six “weapons of influence”.

*INFLUENCE – The Psychology of Persuasion*, Robert B. Cialdini, Ph.D. “For marketers, this book is among the most important books written in the last ten years” – Journal of Marketing Research.

## Tips for practitioners

### Prioritising wastes

Cleaner production is about reducing waste by using resources more efficiently. The big question is, which resources to focus on first. This article looks at one process for identifying and prioritising wastes, using material from the Toolkit for Change.

### The walkthrough

The site walkthrough is the “meet and greet” of cleaner production, and often the first time we have direct contact with a company. It’s an opportunity to get to know their business, their processes, and begin building trust and confidence. One important outcome of a walkthrough is a process flow diagram (though this might require a few visits to pin down), as well as an overview of the resources used and wastes generated. While it’s possible that some big opportunities might be discovered on the walkthrough, it is more likely these will require detailed investigation to identify and prioritise.

*Useful worksheets:*        *Site walkthrough form*

### Percentage savings

The table of potential savings is one of the first tools that can be used to prioritise. The table lists resources (gas, electricity, raw materials etc) and wastes (solid, liquid, etc), and annual spend for each item, then applies a standard percentage saving to each. The end result is a table of where the biggest economic gains are likely to be made. This is a big picture tool and doesn’t consider severity of environmental impacts or the cost of technical aspects that may be required. Nor does it specify which processes to focus on. The percentage savings table is good for the first meeting with a business or as a follow up from the first meeting or walkthrough.

*Useful worksheets:*        *Table of potential savings*

### Quantifying inputs and outputs

Putting a volume and dollar figure on specific resources and wastes enables us to be a lot clearer about where to focus cleaner production efforts, and to help track success of cleaner production improvements (both dollars and resources). For example, one cleaner production adviser recently worked with a company who had an “accepted” percentage waste of 5%. They were often well below this target, but had never calculated the cost of wasting 5% of their product or specifically where or why the waste was occurring. Detailed analyses of inputs and outputs were carried out, and resource use and waste measured at each stage in the process. They discovered that waste of 2.5% (actual waste) was costing them \$125,000.00 annually. By reducing their waste to 2% (a 20% reduction in total waste) the company achieved annual savings of \$25,000.00 for less than \$5000 investment. Quantifying inputs and outputs enabled the company to identify specific problem areas and solutions, and has established a sound methodology for future improvements.

*Useful documents:* *Materials and energy balance worksheet*

### Evaluating cleaner production options

The final stage in prioritising cleaner production options uses a ranking system based on a set of evaluation criteria. The criteria are grouped into three areas:

- Technical – how confident are we in the technology and how easy is it to install?
- Environmental – how well does the option improve environmental performance as outlined in the company’s environmental policy?
- Economic – based on simple payback measures and likely savings, how long would it take to get a return on investment

Each of these criteria is assessed on a 5 point weighted scale, so that high numbers indicate the better options.

*Useful worksheets:*        *Five point evaluation system for ranking criteria*

### Summary

The above process provides a robust method for evaluating cleaner production options. The value of following such a method is that it ensures that the costs and benefits of each option are clearly understood and enables informed decisions to be made, based on technical, environmental and economic criteria.

All of the worksheets referred to (and additional worksheets) are available in the document titled *Resource efficiency worksheets*, posted on the BusinessCare website (in the Coordinator Resources section under Tips and Templates)

### Your comments ...

If you have favourite tips of your own or projects you would like featured in this newsletter, send them to Carole Inglis at [carole@wasteminz.org.nz](mailto:carole@wasteminz.org.nz) and we will include them in the next newsletter.