



New Zealand's grass roots campaign for
the re-introduction of bottle deposits
Also known as CDS (Container Deposit Scheme)

Entrust Foundation

Sets up Zero Waste initiatives that help build local economies

- Resource Rescue
- New Zealand Product Stewardship Council
- Kiwi Bottle Drive – run by Holly Dove

www.entrust.org.nz

Why are Beverage Containers so important?

- Like plastic bags – the face of waste – we use every day
- Big volumes, with significant harm
- Huge cost for communities to clean up
- Easily solved

So what's holding things up?

Are Bottle Deposits (CDS) the answer?

- 750 million more containers recycled each year
- At least 45,865 tonnes kept out of landfill or litter stream each year
- Over 2,000- new jobs
- Extra cash flow for local recycling centres
- Savings to ratepayers of between \$26 and \$40 million pa
- New sources of income for community groups
- Cleaner product that the market wants

830,000 m³ – equivalent to 754 Jumbo Jets full of beverage containers wasted every year



Compacted at a 4:1 ratio = the equivalent of an 8 story building the size of a rugby field



Kaitaia Bottle Drive

21,000 bottles collected in 4 hours



Kaitaia Bottle Drive



Coke in the Gutter





To:
Associate Minister
for the Environment

FreePost Parliament
Private Bag 18888
Parliament Buildings
Wellington 6160

I want a bottle deposit
system in NZ because...
I love our
beaches

Name Rowan Brookes
Postcode 1021
email



Message in a Bottle at the Beehive





Where's the road block?

- Effective lobbying over a long period by packaging interests such as,
- The Packaging Forum
- The Glass Packaging Forum
- And groups they work with like Keep New Zealand Beautiful that oppose a CDS (Container Deposit Scheme)
- And even Sustainable Coastlines will not come out unequivocally in favour of a CDS, claiming they are apolitical” and perhaps due to a fear of losing funding from funders including MFE that have traditionally favoured voluntary Product Stewardship

Voluntary Initiatives

weak results - great PR

- PF Public space recycling scheme. Less than 1,000 tonnes per annum but highly contaminated and very expensive.
- 600 bins for Rugby World Cup cost around \$7,666 per bin
- Many councils are dumping all contents because of contamination
- CDS would yield 45,000 tonnes (an extra 750 containers per annum recycled) at a cost to industry of less than 1 cent

MFE has consistently held up change

- In 2003, Marion Hobbs wanted a plastic bag levy – persuaded not to by MFE - *20.4 billion would not have been produced*
- Landfill Levy held up by MFE for 10 years, in spite of overwhelming support
- Bottle Deposits held up since 1996 – *equivalent to around 16.5 billion containers not recycled with significant quantities entering the marine environment*
- Industry capture (Soft lobbying)
- Ministers take their advice from MFE staff who have been shown to be influenced by industry lobbyists for over 20 years

INCOME COMES FROM THREE SOURCES



Assessing costs and revenue of a Container Deposit System (CDS)

<i>envision</i> <i>new zealand</i>	Method A Normal Accounting Approach (Income less expenses)	Method B Industry Approach (Expenses only)
Income		
Sale of recycled materials	\$18,213,213	Nil
Value of unredeemed deposits	\$41,380,821	Nil
Interest on deposits (2 months)	\$1,117,327	Nil
Total Income	\$60, 711,361	Nil
Costs		
Handling Fees (paid to Depots)	\$52,763,223	\$52,763,223
Overheads	\$18,852,576	\$18,852,576
Total Costs	\$71,615,799	\$71,615,799
Costs less income	\$10,904,438	\$71,615,799
System Cost (per container) Paid by beverage brand owner/producer	Half a cent (0.5 cents)	3.2 cents (0.32 cents)

Industry Claims – Convincing but Deceptive

- Packaging lobby groups put out statistics that are deceptive. For example, they claim on their website that “69% of all beverage containers are **collected** for recycling”. The word “collected” is meaningless if it’s dumped or too contaminated. However these claims can be very convincing to busy politicians who have little time to dig behind the figures.
- Even if we were collecting 69% of all beverage containers, there is no way with all the dumping, we are sending anywhere near that amount to markets – especially so now that China has slammed the door on our contaminated product.

What KBD and other advocates are asking for.

- Government to declare beverage containers a priority product under Part 2 of the Waste Minimisation Act 2008 with a national recovery target of 85%
- And require a mandatory CDS be set up requiring all beverage producers to add a minimum 10 cents refundable deposit on all beverage containers
- The system would be run by a not-for-profit Managing Agency governed by a multi stakeholder board.