



# Zero Waste Community Grant Application

Prepared by Bruce Emerson: Director/ Programme Manager



## Zero Waste Community Grant Application Form

**1. Name of Applicant/s.:** Bruce Emerson: Director, Responsible Resource Recovery Ltd (3R) on behalf of the Resene Foundation.

**2. Name of organisation/group.** The Resene Foundation

**3. State how your proposal will reduce the amount of waste going into landfill.**

Resene Paintwise is a sustainable, long-term programme that manages unwanted paint and paint packaging in New Zealand. Unwanted paint and packaging of any brand is collected in selected Resene stores and nominated council locations.

Current practice for recovered paint typically involves stabilization prior to landfill disposal or direct disposal to landfill. The Paintwise programme maximises the reuse and recovery of materials from collected paint, cans and pails. All water based paint is returned to the community for reuse. Solvent based paint is processed to recover the solvent and steel packaging is recycled.

New markets for paint and plastics are being actively pursued with research and collaboration agreements in place. The proposed start date for collections is **1<sup>st</sup> August 2006**.

**4. If your project is of an educational nature, how do you propose to encourage the 3R's; will you involve the community and how will they benefit as a result?**

A significant volume of the paint collected to date (in the Upper North Island) has been given back to the community for reuse on projects such as anti tagging (Graffiti abatement) and regional beautification. To date paint has been supplied to a range of community groups and their non-profit projects, Keep NZ Beautiful and the South Waikato District Council for their spring clean up. Resene has insisted that no usable paint be sent to landfill.

Requests from community groups for PaintWise paint are being regularly received via the Resene website and Resene ColorShops. PaintWise now averages 5-10 requests per week.

Well over 10,000 litres of paint has been donated to these various community groups and anti-graffiti work, including Resene paying for all freight charges.

**5. What is it about your educational project that makes you believe it will have an impact on peoples' willingness to reduce, reuse and recycle?**

Paintwise provides a recovery mechanism that is user friendly and available on a fulltime basis. People can access the service at participating Resene Colourshop stores and/ or nominated council service location, anytime they are open. PaintWise provides a mechanism that allows users to “discard” unwanted paint (all brands) rather than accumulate in sheds or disposing in a non- environmentally acceptable way (e.g. storm water system)

**6. State why you believe you project is value for money i.e. how much waste reduction is received for the cost.**

PaintWise is an example of a producer (Resene) taking financial and physical responsibility for its discarded products. Paintwise reduces the burden and costs of managing paint and paint packaging disposal currently placed on local authorities and ratepayers. The contribution sort is to assist with the significant one off costs of implementing the programme but to not provide any funding on an ongoing basis. The levy charge will cover the costs of programme delivery.

It is estimated that there is in excess of 20 millions litres of paint stored in sheds and homes of New Zealanders. Paintwise provides a sustainable and ongoing recovery mechanism to deal with that legacy but request only a “one off” contribution from local authorities to get it started.

**7. Are you currently receiving funding from any other organization?**

No, the costs associated with programme delivery are met by the levies charged at all participating Resene Colourshops. Any short fall is met by Resene Paints Ltd. The programme receives no other funding on an ongoing basis from any organisation.

Funding on an ongoing basis comes via a retail levy of 15 cents per litre on all Resene paint in areas serviced by Paintwise. This levy is called a Paintwise recovery fee. Customers are charged 25c per litre (based on can size) when disposing of non-Resene brands. The recovery fees are used to cover operational costs of the Paintwise programme. If the recovery fees generate any profit, this will be distributed to charitable causes by The Resene Foundation.

**8. Have you received funding from another organization in the past?**

Yes. The Resene Foundation makes a one off request for financial support in every area prior to implementation the programme in a region. To date every local and regional council region that receives the service has contributed towards some of the costs of

implementation. The Ministry for the Environment has also made a one of contribution towards the programme.

**9. Do you believe your proposal has long-term financial viability?**

Yes. Resene is absolutely committed to PaintWise. The levy funding mechanism will ensure long term financial viability and places the cost of disposal burden at the front end when the consumer buys the product. This is true product stewardship.

**10. Where do you envisage your project will be in twelve months time?**

Resene have committed to the PaintWise programme being nationwide by the end of the first quarter in 2007. After that it is anticipated that other paint manufacturers will become involved with the programme. Resene see PaintWise as *The* industry Product Stewardship scheme and discussions with all brand owners (paint companies) has commenced. Resene is also expanding the service to more stores in each area.

**11. How could your project be used by others to further reduce the volumes of waste currently going to landfill?**

Paintwise is an excellent example of product stewardship or extended producer responsibility in action. The system could be adopted for other difficult to manage waste streams in New Zealand e.g. waste electronics.

**12. What research have you carried out to determine how competitive your proposal will be in a competitive business market?**

Resene Paints and 3R have spent 5 years thinking about and planning for PaintWise. Substantial trials were under taken to test recovery of paint and packaging in 2004. International examples of paint recovery were researched and the lessons learnt applied to the New Zealand model.

Resene, 3R, Fletcher Building, Golden Bay and Firth have formed a collaboration agreement that is looking for alternative uses for the recovered paint. This research will ensure long term sustainable pathways for the collected material are identified.

The costs of the programme are substantially cheaper (and more sustainable) than the alternative, stabilization and disposal to landfill.

**13. Please state your relevant experience and how that experience will help to ensure your project is a success.**

Resene Paints Ltd is an iconic New Zealand owned company, established in 1946. Today it is an international company with manufacturing operations in Australia and Fiji and local production plants in Lower Hutt, Upper Hutt and Auckland.

Resene have over 55 company-owned ColorShops and 40 resellers and stockists around New Zealand, manned by over 500 staff.

As a determined competitor of the international paint giants in the New Zealand market, voracious investment appetite has given impetus to the company's growth. Resene products extend through a full range of paint and specialist coatings for residential and commercial buildings, marine, heavy industrial, road marking, automotive and agricultural use.

Wholly-owned subsidiaries of Resene Paints Limited are Resene Paints (Australia) Limited with operations in Sydney and the Gold Coast; Resene Paints (Fiji) Limited in Suva, Altex Coatings Limited in Tauranga and Resene Automotive and Performance Coatings Limited.

3R (Responsible Resource Recovery Ltd) are a uniquely focused and passionate advisory business. 3R provides practical and innovative advice and services for New Zealand industry to help meet growing demand for more sustainable business practices. Its company personnel have a huge amount of experience in helping businesses and government to adopt more sustainable practices.

In particular, its knowledge of the waste management and recovered materials industries in New Zealand enables it to provide clients with knowledgeable advice on a wide range of waste and recovery issues.

We use our substantial industry knowledge, gained from years of working directly within the recycling industry, to design, implement and manage projects and programs with a bias towards sustainable resource recovery.

3R is a joining-the-dots type of business with a common thread of maximising sustainable resource use.

**14. Please include any other information/diagrams/pictures that you feel support your proposal.**

Resene Paints Ltd supports the programme through a detailed communications and marketing campaign to ensure maximum uptake of the service. Both 3R and Resene paints have comprehensive information about PaintWise on their websites [www.responsiblenz.biz](http://www.responsiblenz.biz) and [www.resene.co.nz/paintwise.htm](http://www.resene.co.nz/paintwise.htm)

All promotional material incorporates the branding of supporting councils and is made available for council use.

The following activities are an example of the types of activity used to promote the program to customers in the PaintWise regions:

- Posters, balloons, badges (on staff) in store.
- Letters in customer bags explaining the service.

- DLE brochures available in-store explaining the service. (DI brochures available for non-PaintWise areas to promote responsible paint use/recovery).
- Resene News article issue 3, 2006 and issue 4, 2006 (circulation approximately 60,000 nationwide)
- Tradelines article (circulation approximately 5000 nationwide to trade contractors)
- Article in Habitat magazine in September (circulation approximately 170,000 nationwide) and follow up in March.
- Press release sent to key media in September. Over ten articles have appeared in newspapers.
- PaintWise levy information on shop counters and included as a line item on customer dockets.
- Fully sign written PaintWise truck.
- PaintWise presented at the WasteMinz Conference by 3R including the truck on site and opportunities for delegates to 'crush a can and win'.
- Those returning paint receive a thank you voucher from Resene encouraging them to purchase Environmental Choice paint in the future.
- Be PaintWise information is being added to Resene product packaging as it comes up for review.
- An approach has been made to the Big Clean Up program and they have agreed to help promote the PaintWise program to members.
- Bus shelter advertising.



**15. How much are you applying for? Please supply a breakdown of the costings for the project.**

The Resene Foundation is requesting a one of contribution of \$5000 + GST.

The budget for establishment of the Resene Paintwise programme in South Island is **\$375,000**. Costs are split into those that will be amortised (capitalised) for a period of 5 years and those that are non-capitalised and therefore require immediate financial outlay.

Funding support is needed to help cover the implementation costs in the South Island. It is anticipated that approximately \$90,000 will be raised through local government funding. The remaining non capitalised costs will be met by Resene Paints Ltd. At the time of writing \$80,000 had been secured for implementation in the South Island with Tasman and Marlborough District contribution still sort.

Funding from local government is a one off commitment that will deliver a long term, sustainable solution to the management of a problematic waste stream in New Zealand.

Council contributions are acknowledged in all promotional material and on the paint collection vehicle. See below for a picture of the Resene Paintwise Truck and examples of promotional material.

The following table sets out the implementation costs.

<b>Capitalised</b>	<b>Cost/unit</b>	<b>Units</b>	<b>Cost (excl GST)</b>
Truck	\$210,000	1	\$210,000.00
Crusher	\$40,000	1	\$40,000.00
<b>SUB-TOTAL</b>			<b>\$250,000</b>

<b>Non-capitalised</b>			
Bins - store	\$450.00	100	\$45,000.00
Bins - bulk	\$1,250.00	4	\$5,000.00
IBCs (paint storage/supply)	\$100.00	45	\$4,500.00
Spill equipment – truck	\$300.00	1	\$300.00
Fire extinguishers	\$332.80	2	\$665.60
First aid kits	\$33.58	2	\$67.17
PPE-gloves (neoprene or nitrile rubber)	\$7.31	2	\$14.62
PPE-solvent resistant goggles	\$25.62	2	\$51.24
PPE-Class AUS1 half face respirator	\$70.05	2	\$140.10
PPE-Type P1 particulate filter	\$24.02	2	\$48.04
PPE-overalls	\$57.00	2	\$114.00
PPE-uniform	\$500.00	2	\$1,000.00
Boots	\$150.00	2	\$300.00
Hand cleaner	\$30.26	1	\$30.26
Paper towels	\$80.38	1	\$80.38
Communications	\$2,000.00	1	\$2,000.00
Promotion	\$3,000.00	1	\$3,000.00
Dangerous goods endorsement	\$215.00	2	\$430.00
Test certificate	\$500.00	2	\$1,000.00
Approved handler fees	\$250.00	2	\$500.00
Licensing fees-truck-HSNO	\$300.00	1	\$300.00
Truck license-LTSA	\$321.00	1	\$321.00
Placarding-class signs	\$8.73	4	\$34.92
Placarding-emergency info	\$38.36	3	\$115.08
Programme development and implementation tasks			\$55,000.00
Contingency fund	\$5,000.00		\$5,000.00
<b>SUB-TOTAL</b>			<b>125,000.00</b>
<b>TOTAL ESTABLISHMENT COSTS (excl GST)</b>			<b>\$375,000</b>

Example of Promotional Material

# Recycle unwanted paint at Resene

Bring unwanted paint and paint containers into selected Resene ColorShops and let Resene recycle or dispose of them responsibly.

For more information, see [www.resene.co.nz/paintwise.htm](http://www.resene.co.nz/paintwise.htm)

PaintWise Collection Centres at Resene ColorShops in Henderson, Manukau, Mt Eden, New Lynn, Orewa, Pukekohe, Takanini and Wairau Park. Call 0800 RESENE or visit [www.resene.co.nz](http://www.resene.co.nz) for your nearest Resene PaintWise Collection Centre.

