

From:

Sent:

To:

Cc:

Subject:

Attachments:

s 9 (2) (a)

Wednesday, 30 October 2019 10:20 am

Shaun Lewis; s 9 (2) (a)

s 9 (2) (a)

Thumbs Up New Zealand - Petition - more information for meeting note
Letter of Support from Councillor Penny Hulse - Auckland Council - 23rd
September 2019.pdf; Thumbs Up Recommendation 20191009.pdf; Letter to
Thumbs Up New Zealand 20191015.pdf; 20191009 Letter of Support - Thumbs Up
Petition.pdf; Letter to Niamh Peren re Thumbs Up 3 Oct 2019.pdf; Mayoral Letter
of Support for Thumbs Up NZ 17 Oct 2019.pdf; WWF-NZ supporting Thumbs
Up.pdf; Letter of support - Thumbs up campaign .pdf; F&BYouth Support of
Thumbs up.pdf

Kia ora

Some additional information on the Thumbs Up campaign, for the meeting note.

Ngā mihi

s 9 (2) (a)

| Private Secretary (Associate Environment) | Office of Hon Eugenie Sage
Minister for Land Information | Minister of Conservation | Associate Minister for the Environment
Level 6R | Bowen House | Wellington 6160

s 9 (2) (a)

23 September 2019

To whom it may concern

Re: Thumbs Up New Zealand

I am writing this letter in support of the petition 'Thumbs Up New Zealand' by Niamh Peren.

This petition urges the Government to introduce new, simple and compulsory labelling on all food and drink packaging indicating whether the packaging is recyclable in New Zealand and made from recycled material.

I believe there is great merit in considering this idea, especially given its simplicity and thus achievability.

I call upon government agencies, other councils, community groups and businesses to consider the benefits of Thumbs Up New Zealand. It is imperative that New Zealand urgently attends to our waste crisis as it continues to impact our communities and wildlife.

Auckland Council is working toward being zero waste by 2040 and we have this year declared a Climate Emergency. Thumbs Up New Zealand would be one way we can take action together.

Our country – as you can see by the volume of signatures – is hungry for ideas like Niamh's to become a reality, and I congratulate her on this initiative.

Ngā mihi



Councillor Penny Hulse
Chair, Environment and Community Committee
Auckland Council

9 October 2019

To Whom It May Concern

Thumbs Up New Zealand

I am writing this letter in support of the petition 'Thumbs Up New Zealand' by Niamh Peren.

My Council has experienced a growing rate of disposal from our community to landfill, despite our best measures to educate on waste reduction. It is an utterly depressing situation.

I still have the belief that most New Zealanders will do the right thing if they are shown a clear way to do so. Niamh's idea for simple and compulsory labelling on all food and drink packaging indicating whether the packaging is recyclable in New Zealand and made from recycled material allows for that and must be strongly encouraged.

My Council has this year adopted a sustainability strategy and recognises the desperate need to reduce the waste we produce. Actively encouraging decision-making at the front-end of the consumer cycle is a great way forward.

I congratulate Niamh on this initiative.

Yours sincerely



Tim Cadogan
Mayor Central Otago District

To whom it may concern

Re: Thumbs Up New Zealand

I support the Thumbs Up New Zealand packaging rating concept and the petition to Parliament led by Niamh Peren.

Christchurch supports efforts to minimise waste and improve product stewardship. Providing labelling stating whether the packaging is made from recycled material and whether it is recyclable in New Zealand has clear merit. It is a natural extension of the current food labelling system.

While recycling services throughout the country differ from one Council to the next, I am sure Councils could work with government to come up with a way to implement the principles of the petition.

The Christchurch City Council declared a global climate and ecological emergency in May this year. In September we resolved to adopt targets for reducing greenhouse gas emissions in Christchurch, including:

- net zero greenhouse gas emissions by 2045 (excluding methane), and
- an interim target of a 50% reduction in greenhouse gas emissions by 2030 (from 2016/17 baseline levels, excluding methane).

This is a systemic measure to give our citizens more choice to take action.

I commend the concept and its potential.

Yours sincerely



Lianne Dalziel
Mayor of Christchurch



OFFICE OF THE MAYOR
Palmerston North City Council

09 October 2019

To whom it may concern

LETTER OF SUPPORT | 'Thumbs Up New Zealand'

I am writing in support of the petition 'Thumbs Up New Zealand'.

The petition asks the Government to introduce new and simple labels on all food and drink packaging in New Zealand indicating if the packaging is recyclable specifically for our nations waste infrastructure. I think this is a great initiative and will benefit our environment.

Palmerston North City is working to meet our obligation of "promoting effective and efficient waste management and minimisation". Our aim is to decrease in the gross volume of waste produced city-wide, increase in the proportion of waste diverted from landfill and have more events that are zero-waste.

Thumbs Up New Zealand will help New Zealand to take action together and I hope our Government will be in support too.

Kind regards

Grant Smith | Mayor



Private Bag 50072, Queenstown 9348, New Zealand
QUEENSTOWN, 10 Gorge Road, Phone +64 3 441 0499, Fax +64 3 450 2223
WANAKA, 47 Ardmore Street, Phone +64 3 443 0024, Fax +64 3 450 2223

QUEENSTOWN
LAKES DISTRICT
COUNCIL

www.qldc.govt.nz

3 October 2019

OFFICE OF THE MAYOR

To Whom it May Concern,

RE: THUMBS UP NEW ZEALAND

Niamh Peren recently visited me to discuss the 'Thumbs Up' petition. With the goal of reducing waste from retail packaging, my belief is that the proposal makes an enormous amount of sense.

I am sure I speak for everyone in the Queenstown Lakes District when I endorse the proposal which sees compulsory labelling on all food and drink packaging indicating whether the packaging is recyclable in New Zealand and made from recycled materials.

I ask that serious consideration is given to this initiative.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Jim Boulton', written in a cursive style.

Jim Boulton
MAYOR



MAYOR'S OFFICE

17 October 2019

To whom it may concern,

Letter of Support for Thumbs Up New Zealand Petition

As the Mayor of Hastings, I am proud to support the Thumbs Up New Zealand packaging rating concept and the petition to Parliament led by Niamh Peren.

One of our Council's top priorities is to reduce waste going to our landfill. We have recently adopted a joint Waste Management and Minimisation Plan with Napier City Council which sets out how waste will be managed in our region for the next six years.

Around 84,000 tonnes of waste is received at Omarunui Landfill from Hastings and Napier regions and sadly, close to 80 percent of the household waste going to the landfill can be composted or recycled.

Through our new WMMP, we are enhancing Council-provided kerbside systems for rubbish, recycling and organics. We hope to provide our region with a better, cost-effective way to manage household waste, while also being user-friendly.

But we need to do more. It's time to change the way we dispose of waste, rather than expecting landfills to keep expanding for future use. It is the whole community's responsibility to try reduce the amount of rubbish and we support any efforts to minimise waste.

Providing labelling stating whether the packaging is made from recycled material and whether it is recyclable in New Zealand has a lot of merit. It will allow our community to make better informed choices when buying products that are not packaged in way that is harmful to our environment.

I commend the concept and look forward to seeing the government's action after receiving this petition.

Kind regards



Sandra Hazlehurst
Mayor
Koromatua
Te Kaunihera-ā-rohe o Heretaunga



s 9(2)(a) [redacted], CEO
WWF- NZ , Level 6,
49 Boulcott Street,
Wellington, NZ, 6011

Ref: Thumbs Up New Zealand

18th October, 2019

To whom it may concern,

I am writing this letter in support of the Thumbs Up New Zealand packaging rating concept and the petition to Parliament led by Niamh Peren.

WWF-NZ supports efforts to provide labelling stating whether the packaging is made from recycled material and whether it is recyclable in New Zealand.

We know that recycling services throughout New Zealand differs, however, this approach will work to educate New Zealanders about packaging and ultimately help minimise waste. We believe providing labelling has strong merit.

WWF is working hard to deliver our vision of a 'Future where people live in harmony with nature'.

As part of this work, WWF globally has a large focus on plastic. Including:

- A global goal of No Plastics in Nature by 2030.
- A formal global legally-binding agreement to end plastic pollution established by 2021
- A programme to eliminate ghost plastics in our marine environment

This initiative will help drive towards these goals by provide people with more choice to take action. I commend the concept and its potential.

Kind Regards

A handwritten signature in black ink, appearing to be 'L. [redacted]'.

s 9(2)(a) [redacted]
CEO, WWF-NZ

School Strike 4 Climate NZ

Sunday 20th of October



To whom it may concern,

RE: Thumbs Up New Zealand

School Strike 4 Climate New Zealand writes to pledge their support to the *Thumbs Up New Zealand* petition as commissioned by Niamh Peren.

We speak with the understanding that the current system in which we operate has invariably failed us in terms of sustainably managing our waste. The system which has been proposed by *Thumbs Up New Zealand* is one that allows those purchasing products in New Zealand with packaging to correctly identify its impact on the environment and how to dispose of it correctly.

School Strike 4 Climate New Zealand call for appropriate and necessary action on climate change to be taken immediately. We have approximately 12 years to significantly reduce our emissions before we are met with irreversible damage. As a developed and well-equipped country, we have a responsibility to our neighbours in the Pacific to take the actions required to reduce our contribution of total world emissions. We believe inheriting this method as petitioned by *Thumbs Up New Zealand* will take a practical step towards fulfilling our liability into radically reducing New Zealand's detrimental environmental impacts.

The CO₂ emissions of plastic production and incineration are projected to grow to 2.75 billion tonnes by 2050. Currently, New Zealand consumes 31 kgs of plastic a year per capita and only recycles 5.58 kgs of this. As we discuss this issue five islands in the Pacific have been claimed to rising sea levels. Therefore, we understand competent action on the misuse of plastic must be taken with urgency to ensure that New Zealanders, as kaitiaki of our Papatūānuku, are actively reducing and disposing of their waste sustainably.

The 180,000 New Zealanders who protested for effective and transparent action on climate change on September 27 have exhibited the demand for initiatives to reduce our environmental impact. The Government of New Zealand must understand their capacity and responsibility in ensuring a national recycling plan by the demands of their people.

School Strike 4 Climate New Zealand commends this action and wishes to see its potential with urge to the Government of New Zealand to endorse this initiative.

Nāku iti noa, nā

s 9(2)(a)

On behalf of School Strike 4 Climate New Zealand

www.schoolstrike4climatenz.com



Forest & Bird Youth Christchurch

1/75 Gloucester St,
Christchurch Central City,
Christchurch 8013

4th October 2019

To Whom It May Concern,

Forest & Bird Christchurch Youth supports Thumbs Up New Zealand, a petition created by Niamh Peren. We want to see the Thumbs labels urgently introduced on all food and drink packaging as policy.

Our hub was set up by youth for youth in September 2018 as part of the Forest & Bird Youth National Network. Our hub focuses on engaging young people (aged 14-25) with the Canterbury region's environmental initiatives. We as Forest & Bird Youth members have a clear understanding of what plastic pollution is doing to Aotearoa's wild places and wild things.

We see plastic pollution. We have engaged in Urban Clean up Christchurch, Beach Clean up and Nationwide movements like Operation Cleanfox. When National Geographic said "73% of beach litter worldwide is plastic" we believe it. When the United Nations claimed that "Plastic is killing more than 1.1 million seabirds and animals every year", it's undeniable. When the Guardian reported that a million plastic bottles are bought around the world every minute, we know something needs to change. Otherwise, those bottles and many other plastics will end up harming wildlife as well. We need to keep businesses accountable and remind people of what they are using and that our actions have consequences. Plastic will last much longer than all of us on this planet. Our wildlife is already going through hardships, we shouldn't make it harder for them.

We support Thumbs Up New Zealand in the journey to reduce our nation's waste and empower consumers to make quick and informed choices.

Sincerely,

s9(2)(ā) [redacted], Youth Leader

With the Support of Youth Leaders s9(2)(ā) [redacted] & Members -----

FB: Forest & Bird Youth Christchurch
IG: ForestBirdYouth_Chch
P: 0274794599
E: forestandbirdyouthchch@gmail.com

From: s 9 (2) (a)
Sent: Thursday, 31 October 2019 11:06 am
To: s 9 (2) (a)
Subject: RE: Thumbs Up New Zealand - meeting note by thursday 14th November please

Yep

From: s 9 (2) (a)
Sent: Thursday, 31 October 2019 11:05 AM
To: s 9 (2) (a)
Subject: RE: Thumbs Up New Zealand - meeting note by thursday 14th November please

Hi s 9 (2) (a)
Might pay to have a quick discussion on this. Are you available to talk before 11.30am?

Cheers
s 9 (2) (a)

From: s 9 (2) (a)
Sent: Thursday, 31 October 2019 10:59 AM
To: Shaun Lewis <Shaun.Lewis@mfe.govt.nz>; s 9 (2) (a)
Cc: Sam Buckle <Sam.Buckle@mfe.govt.nz>; s 9 (2) (a)
Subject: Thumbs Up New Zealand - meeting note by thursday 14th November please

Kia ora

In addition to the meeting Minister Sage has agreed to accept the Thumbs Up petition (<https://www.change.org/p/house-of-representatives-thumbs-up-new-zealand>) on Tues 5th at 1315, on Parliament Steps.

Please can MFE provide some talking points and background by midday on Monday 4th November?

Happy to discuss what is doable by then – apologies for short notice but only found out about this last night.

Ngā mihi

s 9 (2) (a) | Private Secretary (Associate Environment) | Office of Hon Eugenie Sage
Minister for Land Information | Minister of Conservation | Associate Minister for the Environment
Level 6R | Bowen House | Wellington 6160
s 9 (2) (a)

From: s 9 (2) (a)
Sent: Wednesday, 30 October 2019 10:13 AM
To: Shaun Lewis <Shaun.Lewis@mfe.govt.nz>; s 9 (2) (a)
Cc: Sam Buckle <Sam.Buckle@mfe.govt.nz>; s 9 (2) (a)

s 9 (2) (a)

Subject: Thumbs Up New Zealand - meeting note by thursday 14th November please

Kia ora

Minister Sage is meeting with Niamh Peren about her Thumbs up campaign:

https://www.parliament.nz/en/pb/petitions/document/PET_78446/petition-of-niamh-peren-introduce-new-simple-labels
<https://www.change.org/p/house-of-representatives-thumbs-up-new-zealand>

Please can MFE prepare a meeting note with background on the campaign, MFE views, relevant MFE work programme and any questions you think the Minister may like to ask by Thursday 14th November?

Happy to discuss

Ngā mihi

s 9 (2) (a) | Private Secretary (Associate Environment) | Office of Hon Eugenie Sage
Minister for Land Information | Minister of Conservation | Associate Minister for the Environment
Level 6R | Bowen House | Wellington 6160

s 9 (2) (a)

From: Niamh Peren [mailto:niamh@niamhperen.com]

Sent: Monday, 30 September 2019 4:12 PM

To: E Sage (MIN) <E.Sage@ministers.govt.nz>

Cc: s 9 (2) (a) J Ardern (MIN) <j.ardern@ministers.govt.nz>

Subject: Re: Thumbs Up New Zealand

Dear Eugenie and Jacinda,

Thumbs Up New Zealand's petition now has over **36,500 signatures** which is tremendously exciting.

I really do hope that you will engage with me soon. Together we can action positive change and better the future of our communities and wildlife. It's very possible, and should take a relatively short amount of time to implement considering all information is gathered and accessible.

Please see attached letter of support from Mayor Cull, of Dunedin City Council, for the petition.

I look forward to hearing from you soon.

Kindest,

Niamh

Niamh Peren

+64 21 33 72 70

niamh@niamhperen.com

On Mon, Sep 23, 2019 at 3:48 PM Niamh Peren <niamh@niamhperen.com> wrote:

Dear Eugenie and Jo,

I am very pleased to attached this letter of support for the Thumbs Up New Zealand petition from Auckland Council; our nation's largest council. As you can see, they are very willing to work with you.

I am also thrilled to inform you that the total amount of signatories has grown to **32,635**.

I hope to hear from you soon.

Kindest,

Niamh

+64 21 33 72 70

niamh@niamhperen.com

On Fri, Sep 20, 2019 at 10:47 AM Niamh Peren <niamh@niamhperen.com> wrote:

Oops, sorry about the typo, I meant to write Associate Minister of the Environment.

Nevertheless, you're guru of this and you're the one with the power to champion Thumbs Up New Zealand.

I really hope to hear from you soon.

Kindest,

Niamh

+64 21 33 72 70

niamh@niamhperen.com

On Fri, Sep 20, 2019 at 10:26 AM Niamh Peren <niamh@niamhperen.com> wrote:

Dear Eugenie,

I am writing to you in regard to my petition which is now supported by 31,000+ signatures, and growing daily. Yes, that's the voice of the thousands of people you work for asking you to take this idea seriously. We need 'Thumbs Up New Zealand'.

https://www.parliament.nz/en/pb/petitions/document/PET_78446/petition-of-niamh-peren-introduce-new-simple-labels
<https://www.change.org/p/house-of-representatives-thumbs-up-new-zealand>

I would like us to work together to make for a better future.

Since you last wrote to me over a year ago (in summary) you thought that private companies should voluntarily move toward more sustainable packaging. However, I'm sure you understand how this is a catch 22 moment, as there is no sustainable packaging framework for companies in New Zealand to work within, there are no guidelines, and so in order for them to do the right thing, they need your direction. Unfortunately your attitude of a year ago doesn't solve the backend problem for the consumer either. Sure, zero waste is ideal - if that was what you were trying to imply - but how do we get there? How do we prevent the landfilling of so many items? Consumers ought to know before they buy; thank you Thumbs. Companies ought to know how to package; thank you Thumbs. And, Waste Management Businesses believe the Thumb labels would be very advantageous to their systems, as sorters would easily be able to identify the next stage of life for an object. So, we need 'Thumbs Up New Zealand'. Currently it's impossible for all to do the right thing, easily, and that's very problematic. I'm hoping that your viewpoint has changed from a year ago, especially with your upcoming review of Product Stewardship. Nothing good will happen if you leave the system as it is, just reflect on the waste system which has existed my entire life, it has not worked, it's dire, smelly, toxic, overflowing, harmful to wildlife and us, and needs to be dramatically cleaned up.

I hope that with the Product Stewardship Review I will be invited to meet with you and share my idea which is backed by so many.

I write this as I am yet to hear from anyone in your office, even though I note that Thumbs Up was tagged continuously on your instagram post which your Ministry asked the public to have their say on what they would like to see regarding product stewardship.

So, again like previous emails I have cc'd the Prime Minister's Office here, as her office always promptly replies, and have very kindly asked you to attend to my emails in the past, and so I ask for their wonderful support and direction here again.

With councils nationwide declaring Climate Emergency, with our youth Striking for change, and with our planet suffering, I wish you would actively engage with this idea. This petition is solution based. It tries to address one of the many problems your Ministry is tackling, simply and swiftly. So, why have I not been invited to the table as the spokesperson for over 31,000 people? Why don't you want to see whether this petition is something that could work for you? What is it that I don't know, that I ought to know, or do, to be taken seriously? Surely the 31,000+ signatories and I deserve to hold some space, and be acknowledged by you. We have a midterm (with the possibility of it adapting into a long term) solution, that's easily applicable, is New Zealand specific, and enables us all to do the right green thing. Surely you would want to learn more?

As the Minister of the Environment I would imagine you want to be part of the groundswell movement, and listen to the voice of your community who readily want you to encourage and seek out positive change for the better. To fix our broken waste system. To enable us to be informed green consumers. To reduce our waste. To create a circular economy. To recycle effectively. It is odd that you have kept me at arms length, when I would think that your Ministry would be actively following the United Nations Business Environment Sustainability Goals and trying to find solutions that are adaptable, thorough, and advantageous for both your community and environment. Yes, Thumbs Up New Zealand fits perfectly within their structure. So, why the hesitation?

It's not an impossible idea, I know that WasteMINZ have been collecting waste management data from every council in New Zealand, meaning that the information is there and just needs to be implemented for Thumbs Up New Zealand to work. The councils I have spoken with have said they would very much like to work together with government to roll this idea out too.

You have recently begun to support the Strikers for Climate, and that is terrific, they support Thumbs Up New Zealand too. No one should inherit a dead planet. You banned the plastic bag, and that's brilliant. Yet there is so much more to still do, and we don't have a whole lot of time. So, what are we waiting for? We need to make moves to tackle climate change and the inherent waste crisis which is part of the problem, quickly. Plastics NZ reports that every Kiwi consumes approximately 31kg of plastic every year, but only recycles 5.8kg. Landfills produce high amounts of methane gas, a greenhouse gas that's 35 times more potent than carbon dioxide. By diverting waste from landfill and instead reducing, reusing, recycling and composting we can reduce global emissions and subsequent warming of the planet. By 2050 it is estimated that plastic production will make up 17% of global emissions. Recently, schools have taken to signing my petition as it's a way in which they can act for their future, for their voice to actually be heard and taken seriously, by you, or so they hope. Please don't let their hope, our collective hope, be in vain.

I would very much like to meet with you.

I would very much like to encourage you to support this petition, and if you so agree, I would happily deliver it to you so that you can help it come into fruition. Your time and support is imperative to it's success, and I would very much like to work with you to make that a reality.

Let's not delay this anymore, let me know a time and date which you would like to meet.

We have a planet to save!

Kindest,

Niamh

+64 21 33 72 70

niamh@niamhperen.com

Office of the Mayor



30 September 2019

To whom it may concern

Re: Thumbs Up New Zealand

I am writing to lend my support to the Thumbs Up New Zealand packaging rating concept and the associated petition to Parliament by Niamh Peren.

Introducing a simple, compulsory recyclability rating on all food and drink packaging is an initiative worth exploring. We already have a tick system to reflect how the contents of the packaging may affect our bodies, so why not have one to reflect how the packaging itself may affect our environment?

Ultimately, encouraging the use of packaging that has been made from recycled material and/or can be recycled in New Zealand is vital, especially given what we now know about the many ways waste plastics impact on wildlife, the environment and ultimately humankind.

This has the potential to promote sustainability. The more we can recycle, the more we can also reduce global emissions and their contribution to accelerating climate change.

Tens of thousands of New Zealanders have already signed the petition in support of Thumbs Up New Zealand, and I would like to add my voice to the call for government agencies, councils, community groups and businesses to explore its potential benefits and how it could be introduced.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Dave Cull'.

Dave Cull
Mayor of Dunedin

From: Stephen Goodman <Stephen.Goodman@mfe.govt.nz>
Sent: Monday, 4 November 2019 12:38 pm
To: s 9(2)(a)
Cc: Shaun Lewis; Ministerials
Subject: Talking points for Minister (petition presentation 5 November)
Attachments: Thumbs Up Petition - Talking points for 4 Nov 2019 (final).docx

Kia ora, s 9(2)(a).

Nice to meet you briefly today. Please find attached a short background and talking points for the Thumbs-Up petition tomorrow.

Hope this helps – just in time.

Ngā mihi,

Steve.

Stephen Goodman | Policy Manager | Ministry for the Environment
MOB: +64 21 238 5678

Background information and talking points on Thumbs Up New Zealand (for petition presentation, 5 November 2019)

Purpose

1. On Tuesday 5 November 2019, Niamh Peren of 'Thumbs Up New Zealand' will present a petition on the steps outside Parliament, calling for the introduction of a compulsory labelling system on all food and drink packaging in New Zealand. This document provides background information about the 'Thumbs Up New Zealand' campaign and suggested talking points.

'Thumbs Up New Zealand' Petition

2. 'Thumbs Up New Zealand' calls for the introduction of a simple labelling system for food and beverage packaging in New Zealand. The campaign proposes a labelling system to indicate the recyclability of packaging products:
 - a. *Two Green Thumbs Up* indicates the packaging is 100% recyclable in New Zealand and made from 100% recycled materials;
 - b. *One Horizontal Yellow Thumb* indicates the packaging is 100% recyclable in New Zealand but is not made from recycled materials;
 - c. *Two Red Thumbs Down* indicates the packaging is not recyclable in New Zealand.
3. The campaign has attracted media attention and founder Niamh Peren has recently appeared on *The AM Show* and *bFM* to talk about the initiative. The campaign has also received letters of support from Auckland Council and former Dunedin Mayor Dave Cull.
4. The 'Thumbs Up New Zealand' petition is hosted on the online platform 'Change.Org', and the Parliament website. As at 3 November, the petition has received approximately 36,553 signatures on Change.org, and 9,538 signatures on the Parliament website.

Talking Points

5. It is great to see public engagement on waste and recycling in New Zealand. The Government is committed to improving New Zealand's resource recovery and recycling sector.
6. In May 2019, you announced a programme to improve New Zealand's national resource recovery infrastructure and system. This includes investigative work for plastic packaging, such as options for shifting away from hard-to-recycle plastics and investigation into regulatory options used elsewhere such as mandatory minimum recycled content for packaging.
7. Part of the resource recovery work programme will also include consumer education on good recycling practice such as making sure items are clean and have non-recyclable components removed.
8. We need to be clear on what we mean by recycling and what can be recycled. Packaging design and our existing recycling system are complex – think of a beverage container that may be 100 percent recyclable except for its lid. Consumer education should acknowledge this complexity.
9. The Ministry for the Environment is closely following the work that Australia is doing to progress their recycling labelling and their work on packaging more generally.

Further Background

The Ministry's Work Programme

10. The National Resource Recovery programme is underway to improve recycling in New Zealand, with a focus on improving kerbside and commercial recycling, reducing contamination of recyclables through consumer education so that more materials can be recovered, increasing onshore processing of plastics and other materials, and developing model contracts for use by the sector to help achieve national consistency.
11. The programme includes the co-design process for a potential Container Return Scheme for New Zealand, and design of product stewardship schemes to further New Zealand's transition towards a circular economy. Labelling would be a consideration of the co-design process.

The Australian Recycling Label

12. The Ministry for the Environment is keeping a watching brief on the Australian Recycling Label and its effectiveness as a possible model for managing packaging recycling. Launched in 2018, this is an evidence-based system that clearly provides instructions for each part of a product's packaging. The Australian Recycling Label is underpinned by an analysis tool that is reactive to changes within the resource recovery system, and helps manufacturers to assess the recyclability of their products.

GS1 New Zealand

13. Ministry officials held a meeting with GS1 New Zealand representatives in late 2018. The introductory discussion was centred on GS1's data collection networks and their ability to provide detailed information about packaging composition.

From: s 9 (2) (a)
Sent: Thursday, 7 November 2019 10:11 am
To: s 9 (2) (a)
Subject: RE: Draft Environment Weekly Updates for week of 11 November 2019

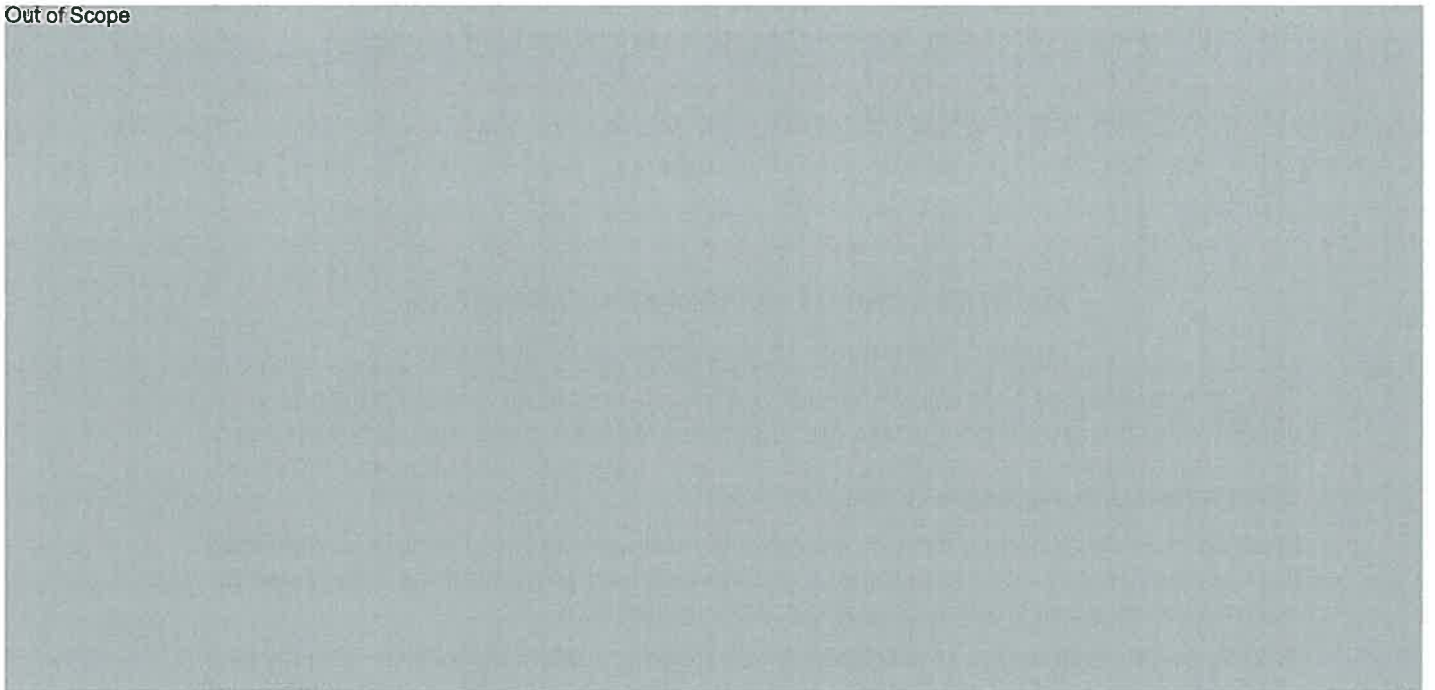
Hi s 9 (2) (a)

As a follow up to this morning's review meeting, here's four meeting/event amendments for Minister Sage's weekly update (highlighted in yellow).

Upcoming meetings

Out of Scope			
21 November	12.30 – 1.00pm	Meeting with Niamh Peren, Thumbs Up petition	
Out of Scope			

Out of Scope



From: s 9 (2) (a)
To: [Sam Buckle](#); [Shaun Lewis](#); [Glenn Wigley](#)
Cc: [Kathy Bass](#)
Subject: Australian Environment Ministers' agreed statement
Date: Tuesday, 12 November 2019 12:54:23 pm

Kia ora team

FYI – in case you have not seen this already.

Australian Ministers' agreed statement – note the phased approach to banning exports of different types of wastes.

Nga mihi

s 9 (2) (a) | Private Secretary (Associate Environment) | Office of Hon Eugenie Sage
Minister for Land Information | Minister of Conservation | Associate Minister for the
Environment

Level 6R | Bowen House | Wellington 6160

s 9 (2) (a)

From: s 9(2)(a)
Sent: Friday, 8 November 2019 4:51 PM
To: s 9 (2) (a)
Subject: MEM statement

[UNCLASSIFIED]

The MEM statement released by Australian Ministers is below, and published [here](#).

I expect media releases will be posted at some point.

BEGINS

NINTH MEETING OF ENVIRONMENT MINISTERS

Agreed Statement – 8 November 2019, Adelaide

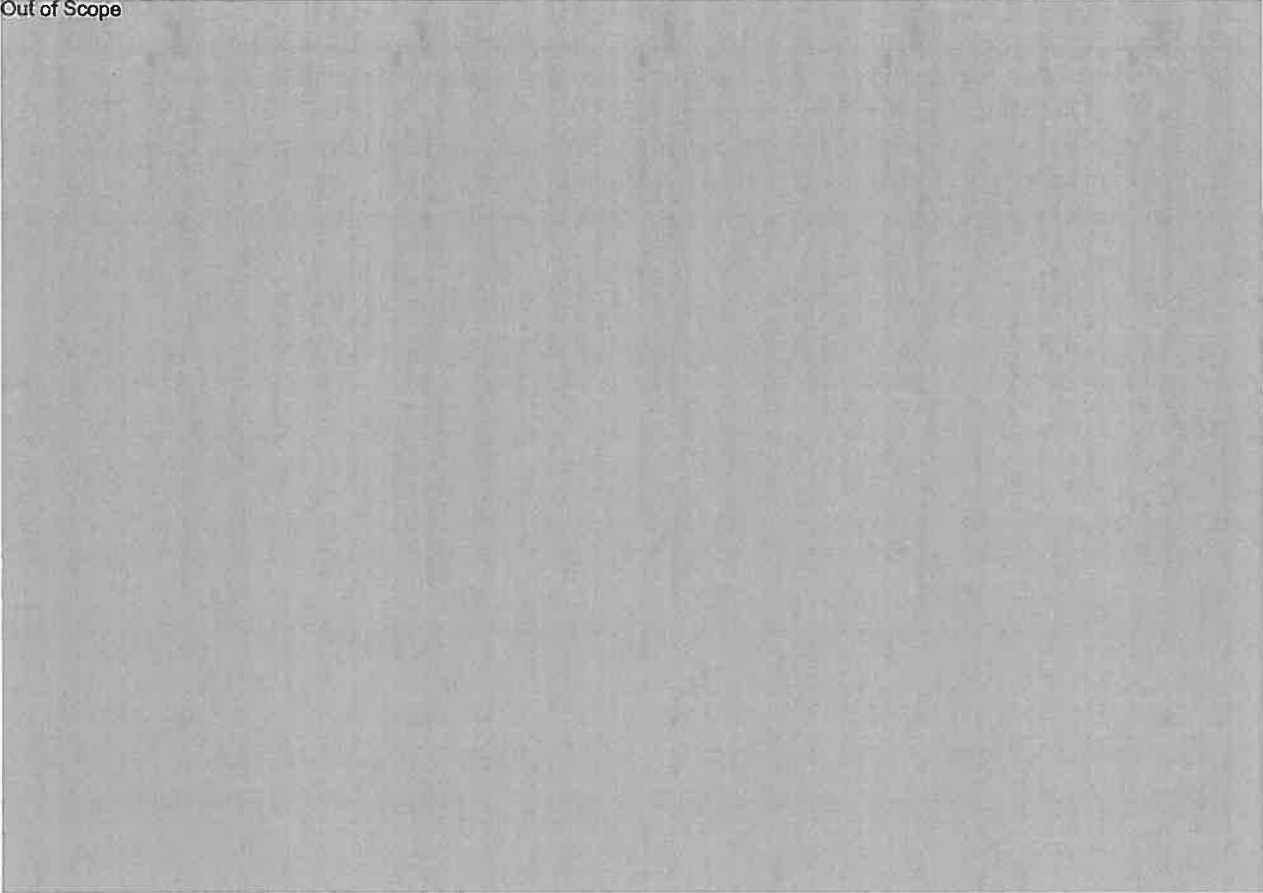
The ninth meeting of Australia's Environment Ministers has put forward a proposed timetable for the progressive phase out of problem waste exports from July next year, while also committing to ambitious waste reduction targets for all states and territories under a New National Waste Action plan.

Meeting in Adelaide today, the Commonwealth, state and territory Ministers reaffirmed their commitment to working together to deliver practical environmental outcomes that address the range of challenges facing our environment.

Topics ranged from waste, to procurement strategies, product stewardship, biodiversity, climate change, feral cat eradication, blue carbon abatement, indigenous heritage and ivory trade.

Key issues:

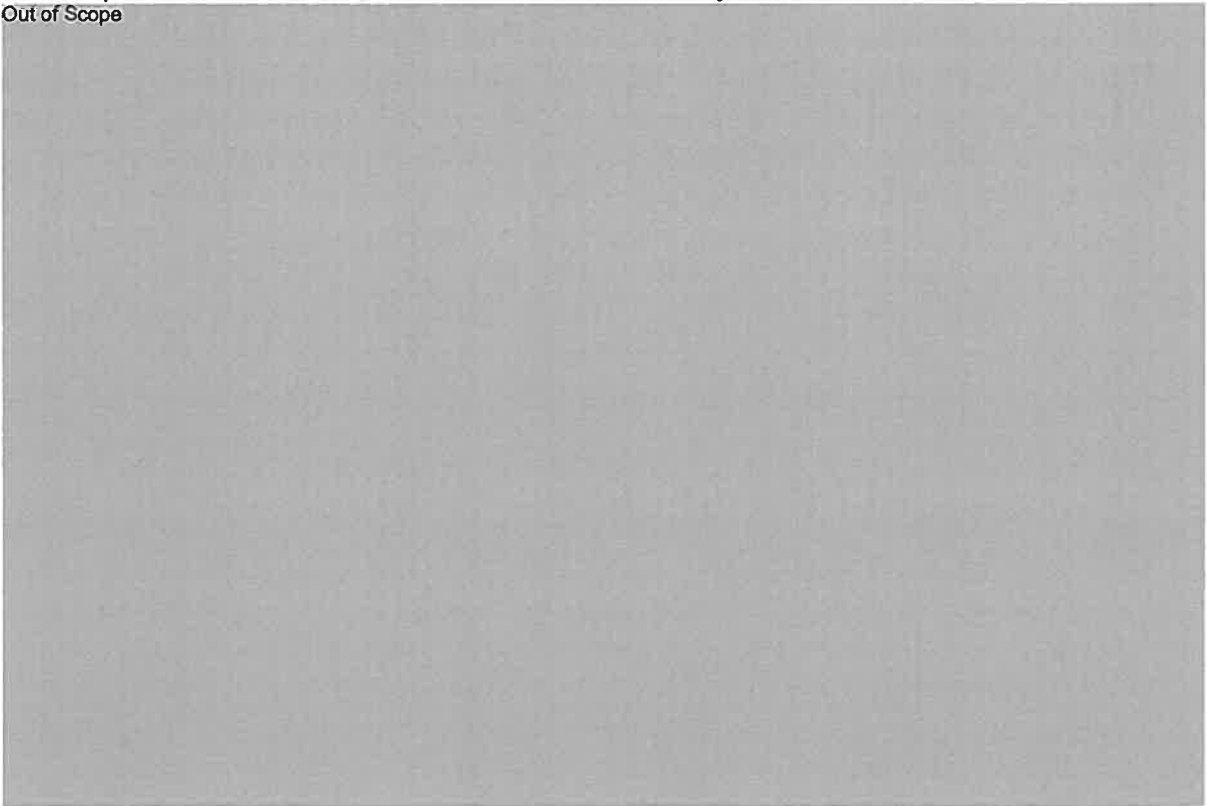
Out of Scope



National Waste Policy – Action Plan

Environment ministers agreed to a new National Waste Policy Action Plan that will drive the implementation of Australia’s National Waste Policy.

Out of Scope



Out of Scope

For those states and territories with container deposit schemes, Ministers agreed to work together to expand and harmonise the scope and alignment of schemes and product labelling for beverage manufacturers.

Ministers agreed to write to the Australian Packaging Covenant Organisation to set out their expectations with respect to new packaging targets.

Out of Scope

Out of Scope



14 November 2019

Meeting Note

2019-B-06219

Date and time: 12:30 pm – 1:00 pm, Thursday 21 November 2019

Subject of meeting: Meeting with Niamh Peren to discuss Thumbs Up New Zealand labelling campaign

Purpose

1. This meeting note provides you with background information and potential talking points to support your meeting with Niamh Peren, the founder of the Thumbs Up New Zealand labelling campaign.

Meeting information

Date and time	12:30 pm – 1:00 pm, Thursday 21 November 2019
Location	Your office, 6th Floor, Bowen House, Parliament Buildings
Guest	Niamh Peren
MfE Contact	Stephen Goodman, Manager, Hono Tātaki Stephen.Goodman@mfe.govt.nz

Key messages

2. Niamh Peren is the founder of the Thumbs Up New Zealand campaign, intended to promote mandatory labelling for food and beverage packaging in New Zealand.
3. You accepted her petition on 5 November 2019. The petition gathered 36,637 signatures on the Change.org platform, and 9,539 signatures on the Parliament website.
4. The Government has an ambitious waste work programme that is focused on improving our waste record and transitioning to a low emissions circular economy.
5. This work could include considering labelling that is fit for the New Zealand context, acknowledging the complexities of our existing recycling system.

Background information and context

6. 'Thumbs Up New Zealand' is a campaign for the introduction of a labelling system for food and beverage packaging in New Zealand.
7. The campaign proposes a labelling system to indicate the recyclability of packaging:
 - a. *Two Green Thumbs Up* indicates the packaging is 100% recyclable in New Zealand and made from 100% recycled materials;

- b. *One Horizontal Yellow Thumb* indicates the packaging is 100% recyclable in New Zealand but is not made from recycled materials;
 - c. *Two Red Thumbs Down* indicates the packaging is not recyclable in New Zealand.
8. The labelling is designed to enable consumers to recycle more effectively. The first goal is to introduce labelling with biodegradable, non-toxic stickers for packaging, with an aim to make companies incorporate printed labels into their own packaging. It is said this will incentivise companies to think more carefully about their packaging practise. No information is provided on how the recyclability of packaging will be assessed.
 9. The campaign also calls for the Ministry for Primary Industries to regulate the labels as part of their food and drink labelling mandate.
 10. The petition was launched in June 2018 and closed 4 November 2019. The campaign petition attracted 36,637 signatures on the Change.org platform, and 9,539 signatures on the Parliament website.
 11. The campaign has attracted media attention and Niamh Peren has appeared on *The AM Show* and *bFM* in October 2019 to talk about the initiative. The campaign received letters of support from Auckland Council and former Dunedin Mayor Dave Cull, following the campaign's direct appeal to mayoral offices for endorsement.
 12. Niamh Peren has been in contact on at least two occasions, and your office issued two Ministerial responses in July 2018 and October 2019.

New Zealand and labelling

13. New Zealand currently does not have a mandatory labelling system for identifying whether materials are recyclable.
14. The current approach to categorisation and labelling of plastics in New Zealand is reliant on voluntary implementation by industry. The current system used by many New Zealand producers is the resin identification system (grades 1-7). This system identifies the type of plastic material contained in products and does not indicate recyclability.
15. The existing system can cause confusion for the public about how to best dispose of plastic products. Compostable plastics are particularly complex as they almost always require a commercial compost facility to process them properly. If confused with regular plastics, compostable plastics can contaminate recycled material streams.
16. A simple labelling system to identify a product's recyclability will not resolve New Zealand's recycling challenges alone, as domestic capacity to process materials is also an issue. What is recyclable in one region may not be recyclable in another. The complexity of "bio-plastics", partial recyclability, mixed packaging, and changes to the national infrastructure over time also require consideration.
17. The introduction of a labelling system should be considered alongside improvements to the resource recovery sector in New Zealand, to create alignment between consumer information on recyclability and system capacity to recycle or recover identified materials.

The Government's response

18. The National Resource Recovery (NRR) Project is focused on improving New Zealand's resource recovery sector and identifying opportunities for future improvement and investment. The plan includes a review of kerbside and commercial recycling, to reduce contamination of recyclables so more materials can be recovered, and feasibility studies for onshore processing of plastics and other materials. Packaging labelling could be explored within the NRR project's investigation into plastic packaging recyclability and the consumer education campaign.

19. 'Thumbs Up New Zealand' has expressed interest in engaging with the Container Return Scheme (CRS) co-design process and has directly contacted the project team. Consultation and collaboration are a key component of the CRS co-design process and the Thumbs Up campaign will have an opportunity to be involved as an interested stakeholder. We expect labelling will be considered as part of the co-design process for the CRS.
20. We are following overseas developments in packaging labelling, including the Australian Recycling Label and the Recycle Now campaign in the United Kingdom. These labelling schemes use clear images to indicate the recyclability of all parts of a product's packaging and/or materials across the country, accounting for domestic recycling capacity. These schemes are supported with analysis tools that are used by businesses to assess the recyclability of their products.
21. Introducing a similar scheme to the New Zealand context requires collaboration with the national resource recovery system to better support effective recycling.

Talking points – Meeting with Niamh Peren of ‘Thumbs Up New Zealand’

You may wish to:

- Congratulate Niamh on the success of her petition, and the public interest it has generated. It is clear New Zealanders want to see action on waste.
- Ask Niamh on her thoughts about the next steps for the campaign. In particular, how would the campaign work with businesses to support their transition to sustainable packaging practices?
- Ask Niamh for her thoughts about how the recyclability of a piece of packaging would be measured or assessed. How would the labelling account for complex packaging?
- Discuss international examples of packaging labelling. What are their benefits and limitations, and how does her proposal address those criticisms?
- Update Niamh on the Government’s work programme to improve recycling capacity and facilities in New Zealand. As the sector sees improvement, future opportunities may emerge for standardised packaging labelling schemes that empower New Zealanders to recycle more effectively.
- Note that Niamh has been in contact with the CRS project team, and assure her that labelling will be considered as part of the co-design process.

From: s 9 (2) (a)
Sent: Friday, 15 November 2019 9:49 am
To: Stephen Goodman
Cc: s 9 (2) (a); Shaun Lewis; Ministerials
Subject: RE: Minister Sage meeting with Niamh Peren - Meeting Note

Thanks

From: Stephen Goodman [mailto:Stephen.Goodman@mfe.govt.nz]
Sent: Thursday, 14 November 2019 5:02 PM
To: s 9 (2) (a)
Cc: s 9 (2) (a); Shaun Lewis <Shaun.Lewis@mfe.govt.nz>; s 9 (2) (a)
Subject: Minister Sage meeting with Niamh Peren - Meeting Note

[IN CONFIDENCE]

Kia ora Penny,

Please find attached a meeting note for Minister Sage's meeting with Niamh Peren of Thumbs Up New Zealand.

Hei konā mai,
Steve.

Stephen Goodman – Policy Manager

Ministry for the Environment – Manatū Mō Te Taiao

Email: stephen.goodman@mfe.govt.nz Phone: 021 238 5678 Website: www.mfe.govt.nz

23 Kate Sheppard Place, Thorndon, Wellington 6143



Ministry for the
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Manatū Mō Te Taiao



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From: s 9 (2) (a)
Sent: Monday, 11 November 2019 1:01 pm
To: s 9 (2) (a)
Cc: Stephen Goodman <Stephen.Goodman@mfe.govt.nz>
Subject: RE: Minister Sage meeting with Niamh Peren - Details confirmation

Hi s 9 (2) (a)

The Minister is scheduled to meet Niamh on 21 November 2019, 12:30pm to 1pm, in her office – 6th Floor, Bowen House, Parliament Buildings.

Regards
Nicholas

From: s 9 (2) (ā)
Sent: Monday, 11 November 2019 12:24 PM
To: s 9 (2) (ā)
Cc: Stephen Goodman <Stephen.Goodman@mfe.govt.nz>
Subject: Minister Sage meeting with Niamh Peren - Details confirmation

Dear s 9 (2) (ā),

I hope this finds you well and that you had an enjoyable time in Adelaide last week.

I'm putting together the note for Minister Sage's meeting with Niamh Peren (Thumbs Up New Zealand), and wanted to confirm the details of the date, time and location for the meeting. We aim to have the briefing to you on the 14th of November.

Do get in touch with any questions.

Kind regards,

s 9 (2)
(ā)

Policy Analyst, Resource Efficiency & Innovation – Hono Tātaki
Ministry for the Environment – Manatū Mō Te Taiao
s 9 (2) (ā) Website: <http://www.mfe.govt.nz>
23 Kate Sheppard Place, Thorndon, Wellington 6143



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From: s 9 (2) (a)
Sent: Wednesday, 20 November 2019 3:54 pm
To: s 9 (2) (a)
Subject: Thumbs Up Meeting

Hi s 9 (2) (a)

Yes I received the briefing.

The meeting invitation was sent to Sam, Shaun and Matthew Ide. Fine is someone other than Sam or Shaun attend.

Hope that answers your questions

Ngā mihi

s 9 (2) (a) | Private Secretary (Associate Environment) | Office of Hon Eugenie Sage
Minister for Land Information | Minister of Conservation | Associate Minister for the Environment
Level 6R | Bowen House | Wellington 6160
s 9 (2) (a)

From: s 9 (2) (a)
Sent: Wednesday, 20 November 2019 3:12 PM
To: Penny Race <Penny.Race@parliament.govt.nz>
Subject: Thumbs Up Meeting

Hi s 9 (2) (a),

Sorry to bother you, I'm just checking in regarding the Thumbs Up Meeting tomorrow. I have asked Nina who prepared the meeting note as I don't have access to the Tracking Sheet and she can't see who has. I just want to confirm you received this?

Unless you consider Sam's attendance essential he may send another member of the team best placed to talk through packaging.

Thanks so much,
s 9 (2) (a)

s 9 (2) (a) –EA to Sam Buckle – Deputy Secretary Resource Efficiency
Ministry for the Environment – Manatū Mō Te Taia
s 9 (2) (a) Website: www.mfe.govt.nz
23 Kate Sheppard Place, Wellington, PO Box 10362, Wellington 6143



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Rethinking Plastics report: Key recommendations and possible next steps

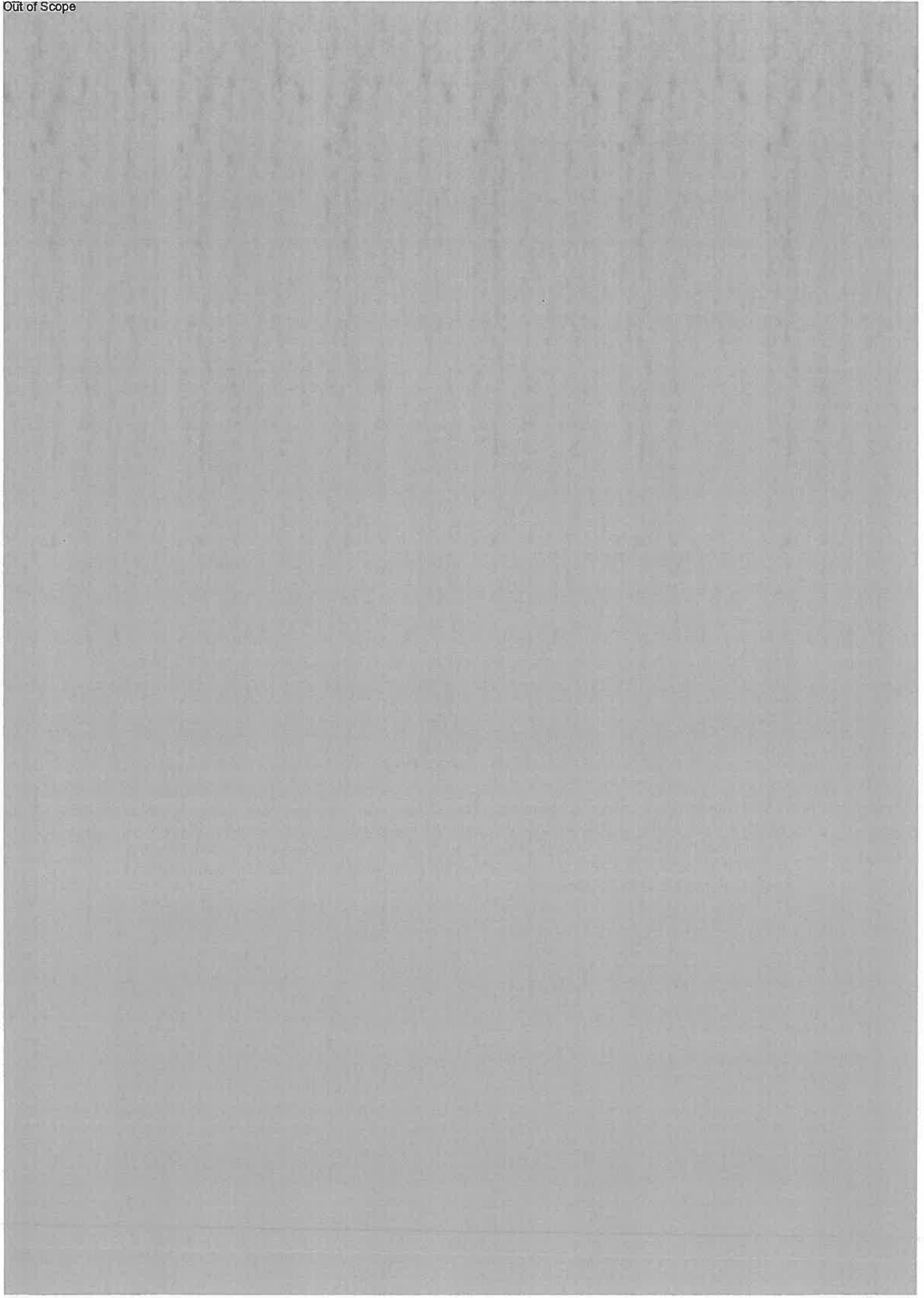
Date Submitted:	22 November 2019	Tracking #: 2019-B-06245	
Security Level	In-confidence	MfE Priority:	Non-Urgent

To	Action sought:	Response by:
Hon Eugenie Sage, Associate Minister for the Environment	Refer to recommendations table	6 December 2019

Actions for Minister's Office Staff	Return the signed report to MfE.
Number of appendices and attachments #1	Titles of appendices and attachments (ie separate attached documents): 1. Summary of report recommendations
Note any feedback on the quality of the report	

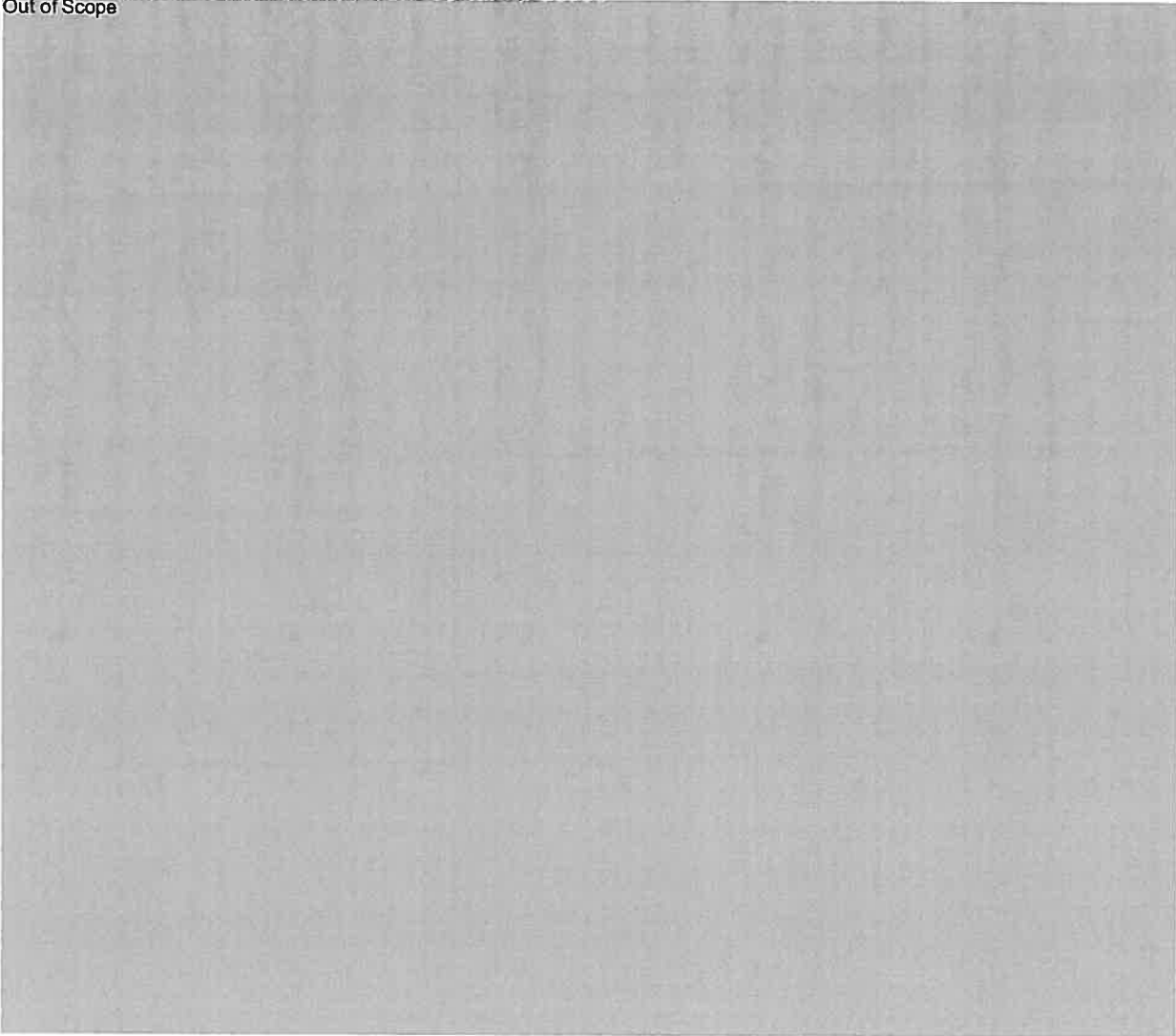
Ministry for the Environment contacts

Position	Name	Cell phone	1 st contact
Principal Author	Liz Butcher / Matt Ide		
Responsible Manager	Stephen Goodman	021 238 5678	
Director	Shaun Lewis	021 012 446	✓



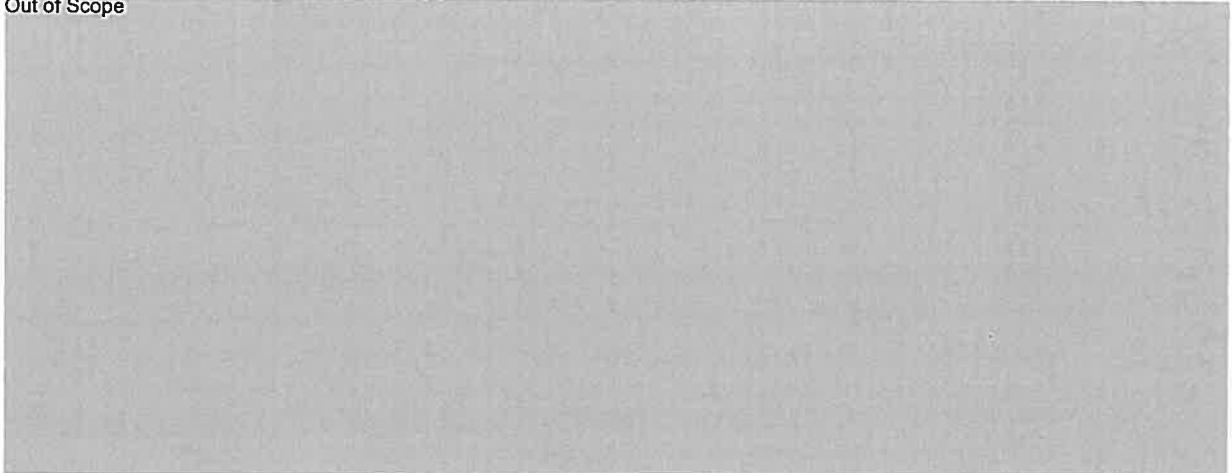
Evidence for shifting away from certain plastics

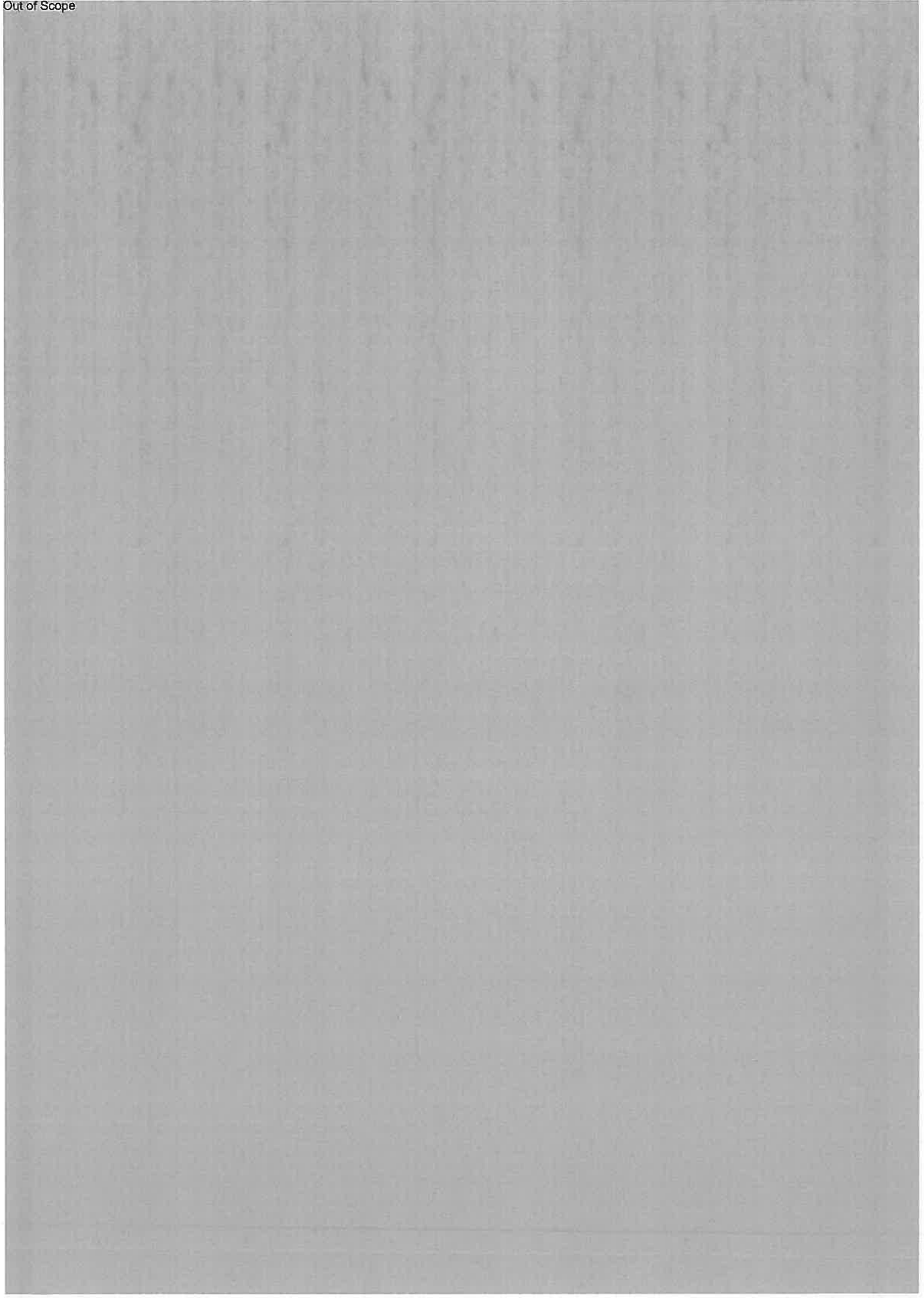
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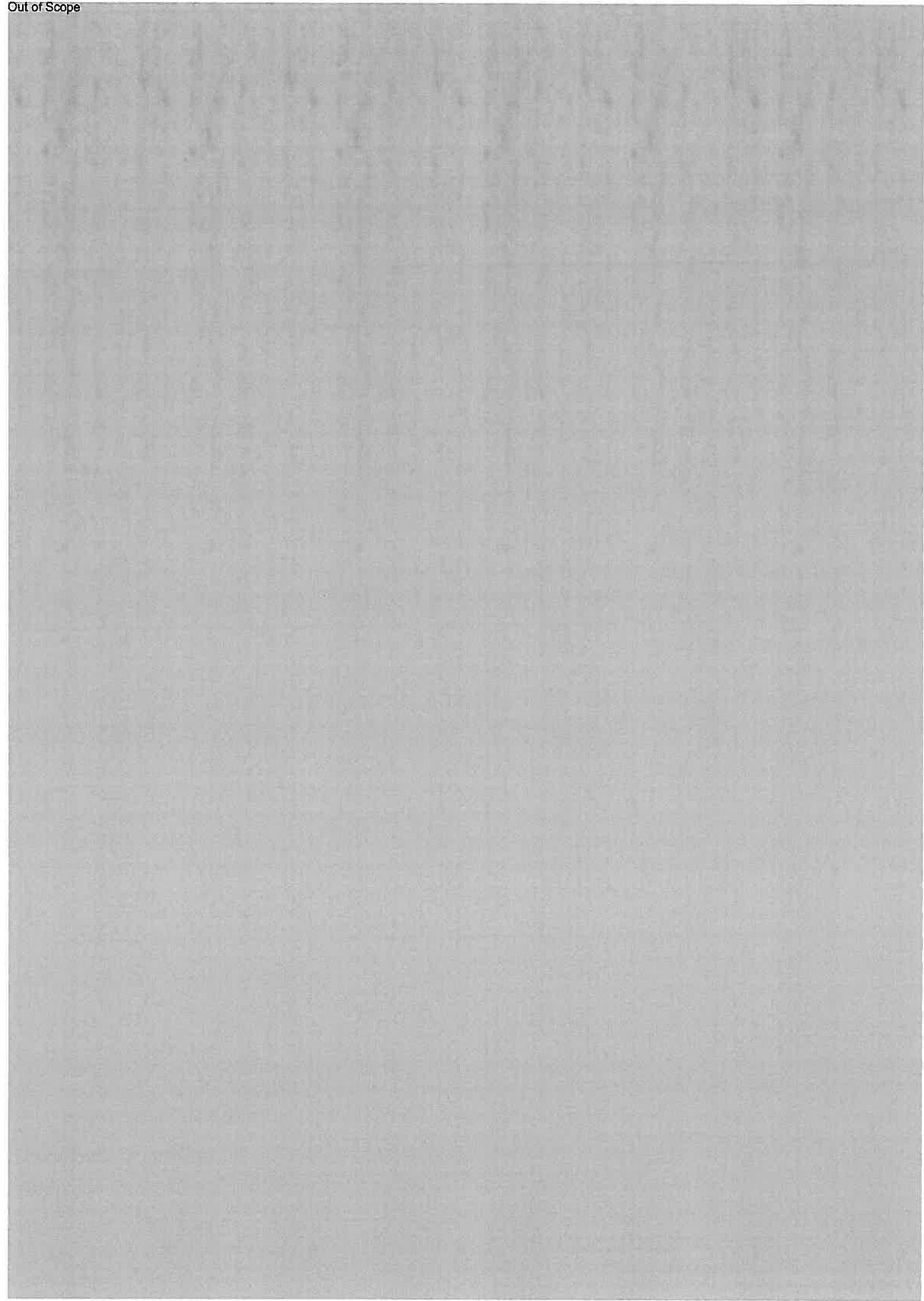


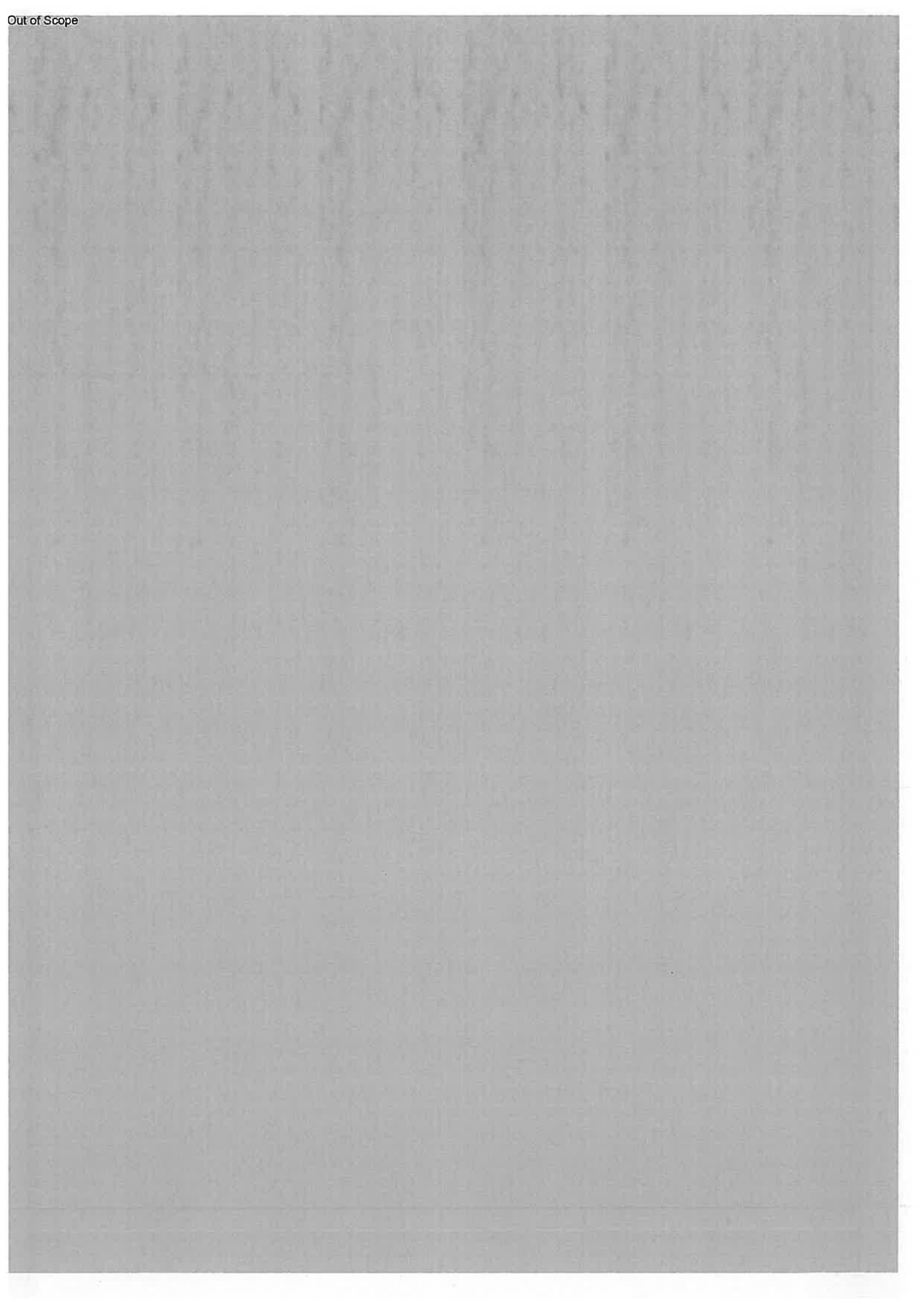
12. A shift would assist with the standardisation of kerbside recycling collections, which is necessary in order to implement a consumer friendly recycling labelling system. A standardised system/approach to labelling such as the Australasian Recycling labelling system that clearly identifies to consumers what packaging is recyclable in New Zealand should be integral to this approach.

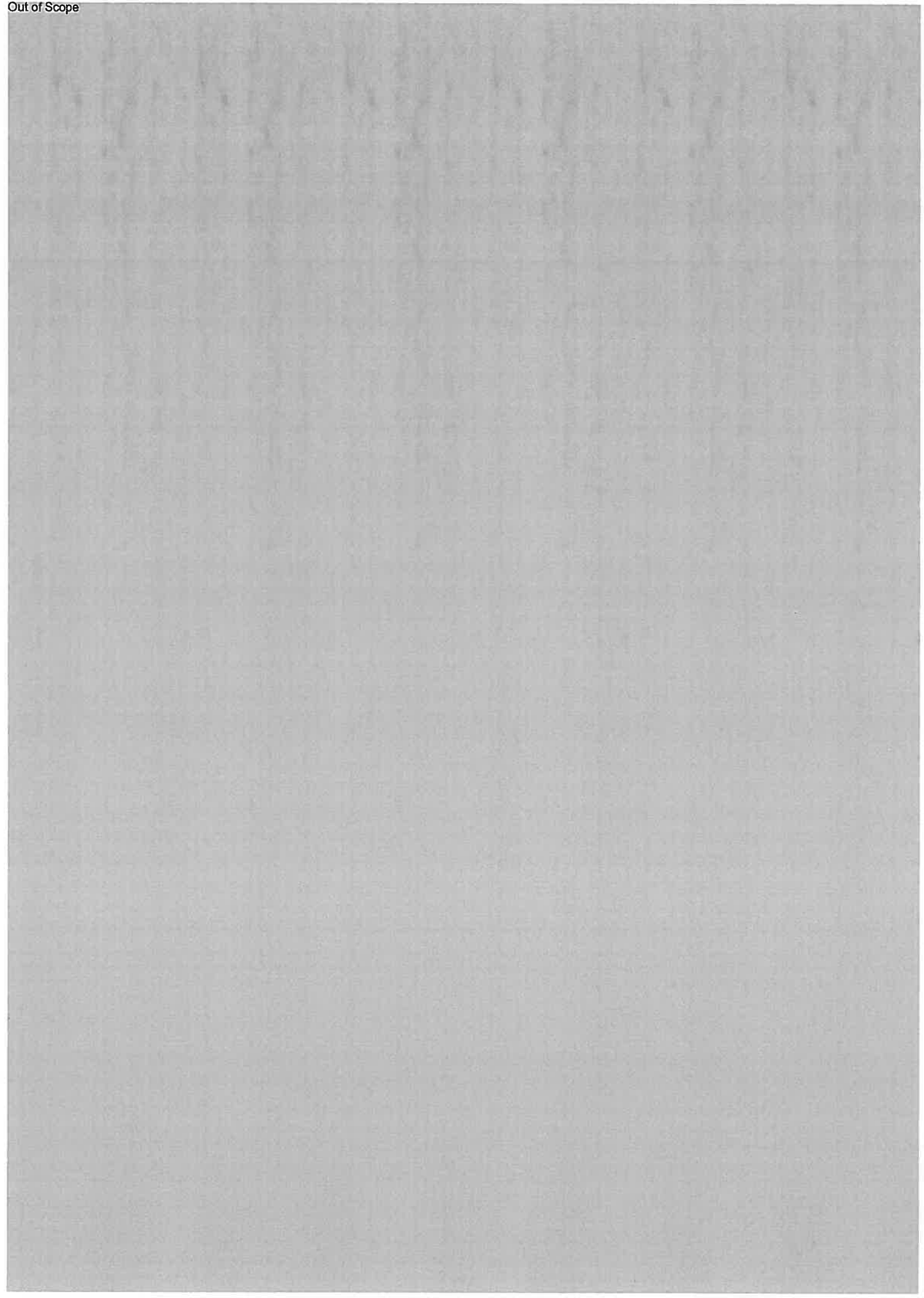
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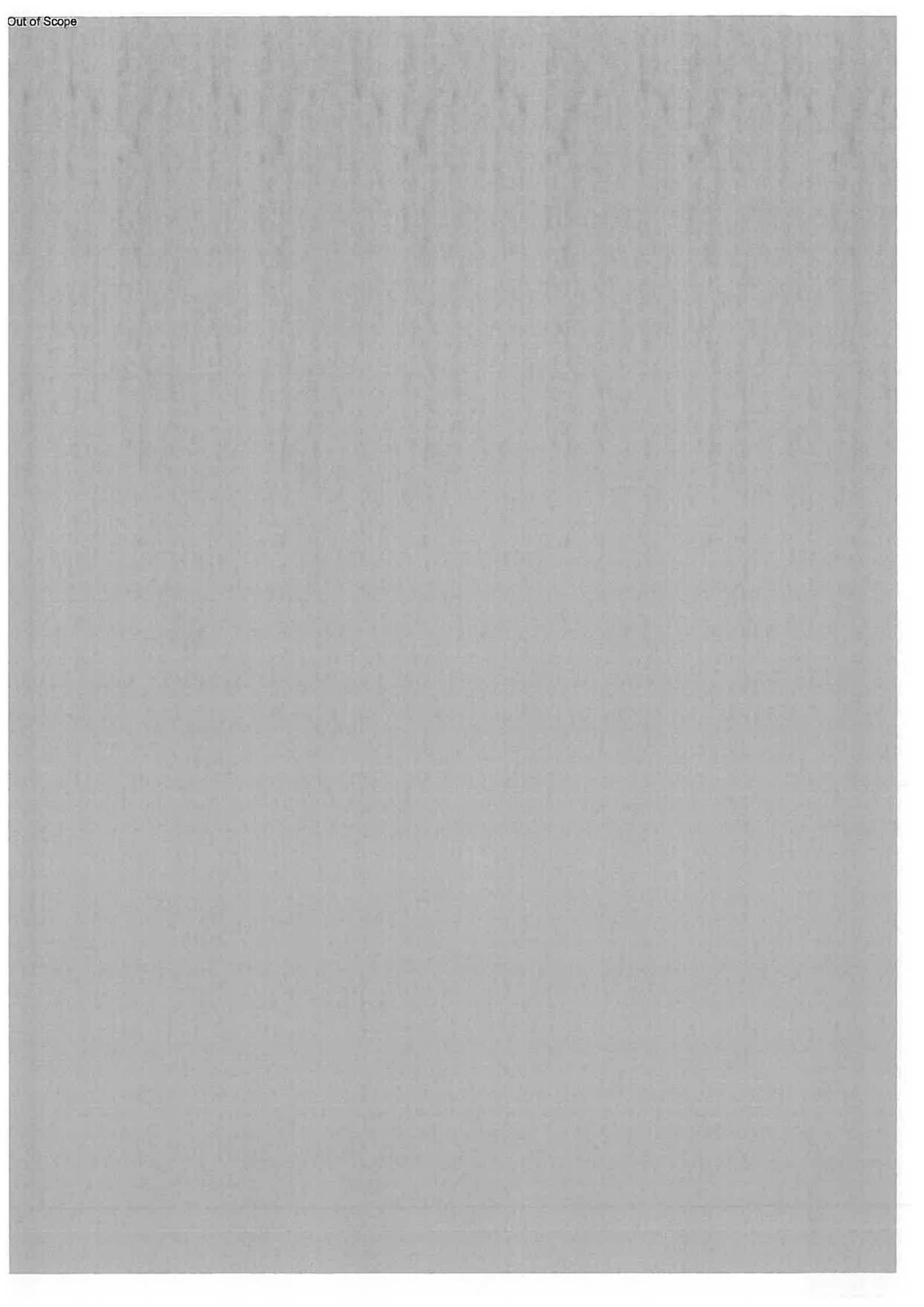


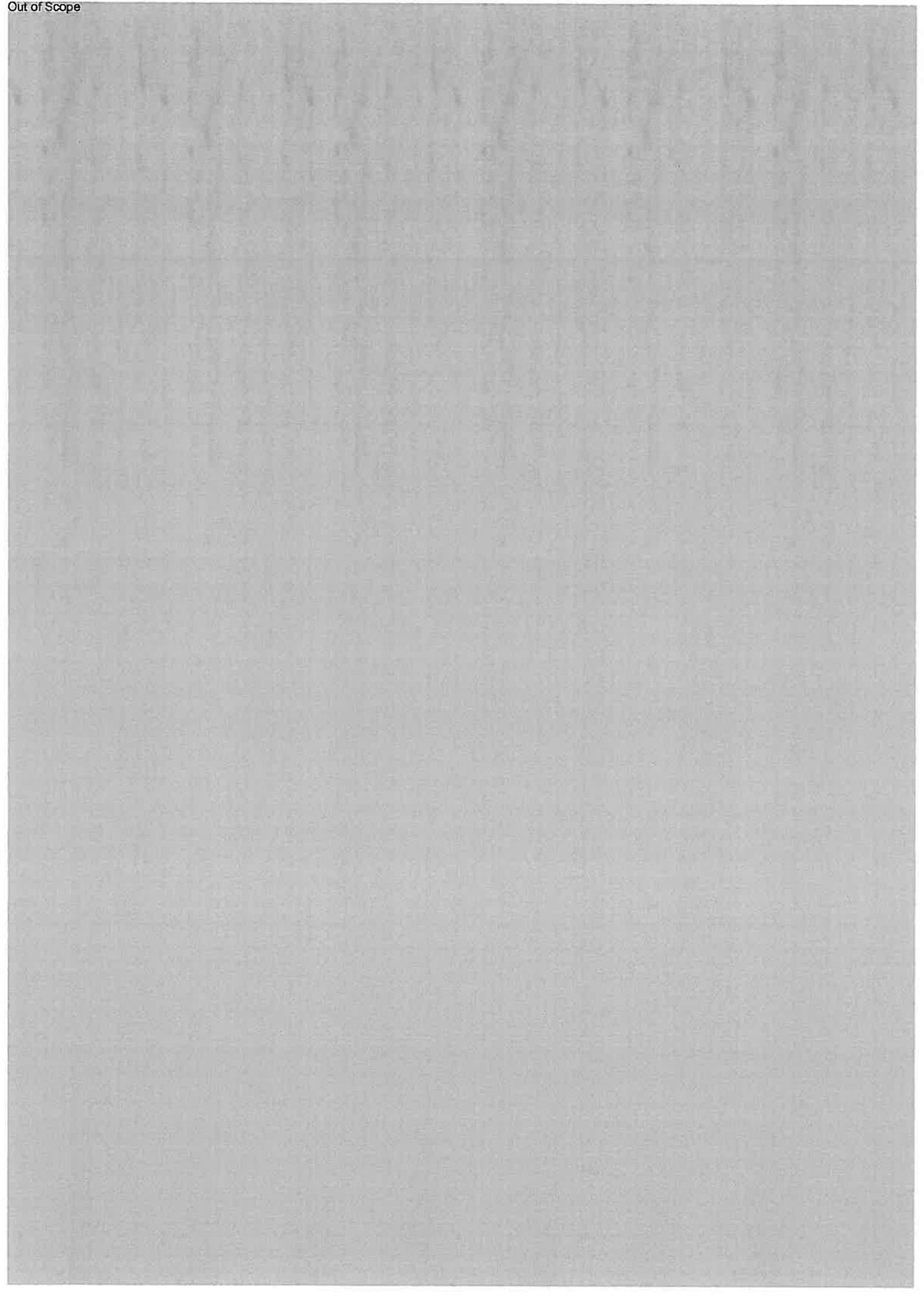


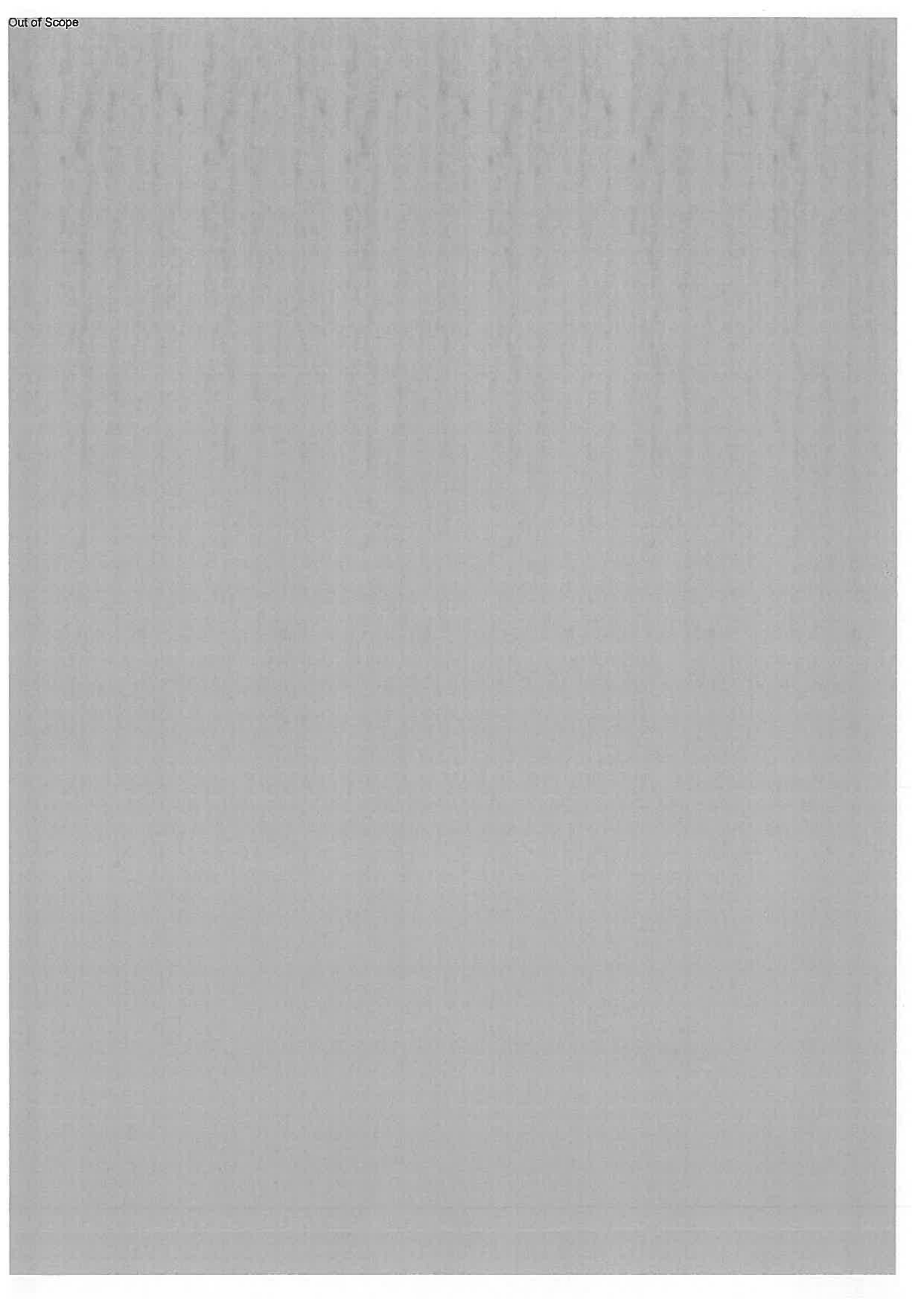


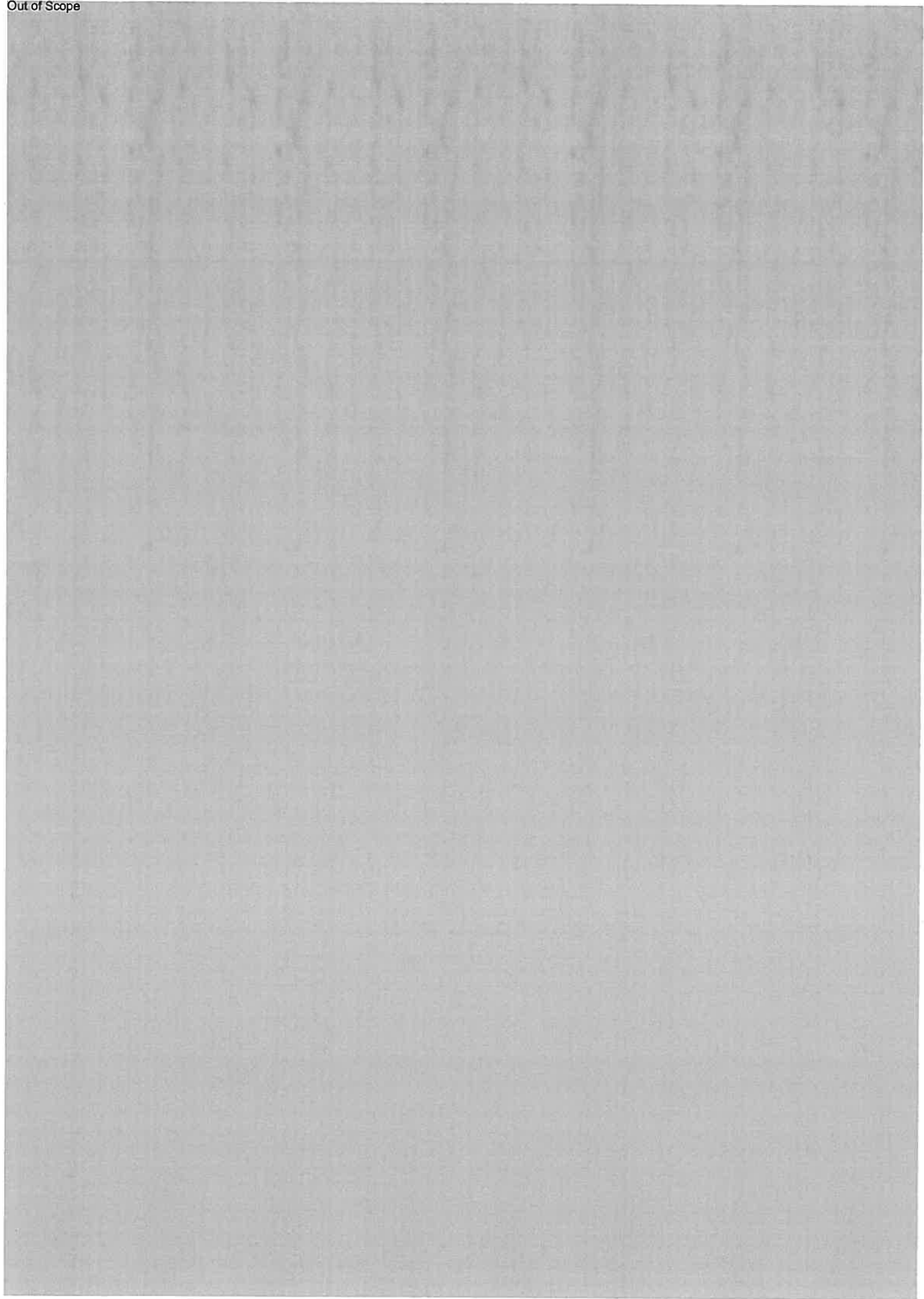


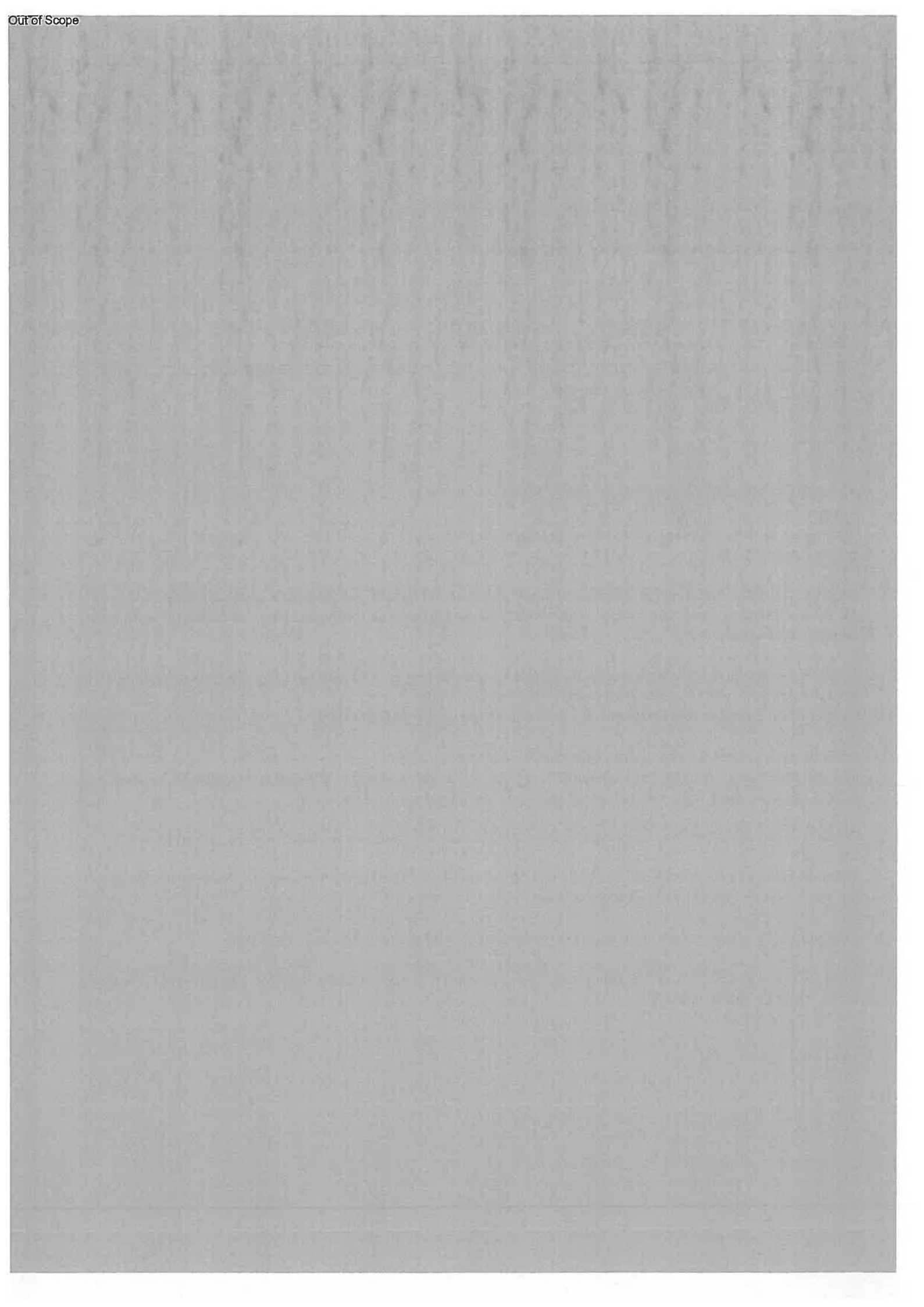












From: s 9 (2) (a)
Sent: Monday, 25 November 2019 10:00 am
To: Ministerials
Subject: Ministerials

Kia ora

Please can a response be drafted for the query below?

Ngā mihi

s 9 (2) (a) | Private Secretary (Associate Environment) | Office of Hon Eugenie Sage
Minister for Land Information | Minister of Conservation | Associate Minister for the Environment
Level 6R | Bowen House | Wellington 6160
s 9 (2) (a)

From: s 9(2)(a)]
Sent: Monday, 18 November 2019 5:49 PM
To: Rt. Hon Jacinda Ardern <Jacinda.Ardern@parliament.govt.nz>
Subject: help required

Might as well go right to the top , because Im not getting very far here at the coalface as a waste educator
Firstly love the plastic bag ban , THANK YOU Some of the cute letters you received came from students I work with ,
so empowering for them

BUT the new problem is we have waves of plastic bags now coming from packaging companies , claiming to meet
govt regulations , printed in nice green and claiming to be recyclable
Customers and retailers are getting sucked in and think they are doing right thing

Possibly yes if you have a soft plastics collection in your town ,
But that didn't work well the first time round as people see recycle and add to their kerbside collection or plastic
collections at transfer stations which don't want them as they have no market for it

These companies are getting away with masses of green wash and confusion and the recycling industry is left to
clean up
From my point of view it is becoming a tsunami of this stuff and Im continually myth busting . then having people
say but it says on bag and what would you know

Well quite a lot I research ask questions , get my facts right and have qualifications in this stuff

Today was not a good start with another round of green wash labelling , actually made me question what I am doing
and it might be easier to give up
.Im becoming a bit fed up with being on company dartboards

Hence my appeal to the top
Bring on product stewardship please and anything else you feel you can do to help us out here in waste education
land
And Im also issuing an open invite to come see what we do

Thank you for taking the time to read, appreciated

s 9(2)(a)



From: s 9 (2) (a)
To: [Stephen Goodman](mailto:Stephen.Goodman@mfe.govt.nz)
Subject: FW: Follow-up on ministerial query raised in meeting with Niamh Peren of Thumbs Up 21/11/2019
Date: Tuesday, 3 December 2019 6:14:42 pm
Attachments: [image001.png](#)
[FW_Thumbs Up New Zealand.eml](#)

Thanks Steve – all good

From: Stephen Goodman [mailto:Stephen.Goodman@mfe.govt.nz]
Sent: Tuesday, 3 December 2019 5:42 PM
To: s 9 (2) (a)
Cc: s 9 (2) (a)
Subject: Follow-up on ministerial query raised in meeting with Niamh Peren of Thumbs Up 21/11/2019

Kia ora s 9 (2) (a),
Just letting you know we are working on a response to Niamh, but we thought we should wait until after the plastics announcements, as there might be relevant information for her in that announcement.

We will back in touch with you on this next week.

Steve.

Stephen Goodman – Policy Manager

Ministry for the Environment – Manatu Mo Te Taiao

Email: stephen.goodman@mfe.govt.nz Phone: 021 238 5678 Website: www.mfe.govt.nz

23 Kate Sheppard Place, Thorndon, Wellington 6143



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From: s 9 (2) (a)
Sent: Thursday, 28 November 2019 11:23 am
To: s 9 (2) (a)
Cc: s 9 (2) (a) Stephen Goodman
<Stephen.Goodman@mfe.govt.nz>
Subject: FW: Follow-up on ministerial query raised in meeting with Niamh Peren of Thumbs Up 21/11/2019

Kia ora s 9 (2) (a)

Goodness – I am not sure where to begin to respond to Niamh.

My thoughts are to direct her to the Ministry – I will need a contact person, and the current consultation process.

What does MFE suggest?

Nga mihi

s 9 (2) (a) | Private Secretary (Associate Environment) | Office of Hon Eugenie Sage
Minister for Land Information | Minister of Conservation | Associate Minister for the
Environment
Level 6R | Bowen House | Wellington 6160
s 9 (2) (a)

From: Niamh Peren [<mailto:niamh@niamhperen.com>]
Sent: Thursday, 28 November 2019 11:12 AM
To: s 9 (2) (a)
Subject: Re: Follow-up on ministerial query raised in meeting with Niamh Peren of Thumbs Up 21/11/2019

Hi Penny,

Yes, I received that letter.

However you will find that there was a lack of prompt correspondence after that. I received an apology for this both written and verbally from Lucy of Minister Sage's office. There were also many calls left unreturned, when her office said they would call me back.

Prime Minister Jacinda Ardern's Office, Deputy Prime Minister Winston Peters' Office, Minister David Parker's Office, Minister Grant Robinson's Office, and Simon Upton's Office all said that they had referred my petition and queries to Minister Eugenie Sage for her response and had asked her to get in touch with me - which never happened. I am guessing that she met with me after receiving Mayor Boulton's kind letter asking her to do so. However, please understand that while it felt alienating at the time, I have moved on and it was beyond wonderful to discuss

Thumbs Up New Zealand with her last week. It is more important to me that we progress with actioning the petition and working together to do so. It was an honour to sit with her, and I am beyond glad that she appeared very supportive of Thumbs Up New Zealand which all 46,000+ of us would love to see actioned by the end of the meeting.

I am a little perplexed that Minister Sage did not appear to be wholly briefed about the petition prior to our meeting however as it meant that a lot of the precious time was given to explaining, rather than actioning a plan for next steps. She seemed unaware of what the Green Thumb entailed and how it would benefit transitioning our broken waste system (and could fit in with her product stewardship approach) so it was exciting to see her eyes light up once she understood, nor was she aware of the letters of support of which her office had been tagged in on social media and had been highlighted to her staff, nor was she aware of the nationwide media the petition had received.

It would have been ideal to have met her while she was in Wanaka - saving me the personal expense of travelling to Wellington and accommodation etc but nevertheless, it was wonderful to share the time with her, and it meant a lot to all 46,000+ of us.

I wrote to Minister Sage's Advisor Rick last week asking for action points from the meeting. I.e. were there working groups that Minister Sage would recommend Thumbs Up New Zealand be involved in, and if there was anything after the meeting that struck Minister Sage as something I should source or investigate further to strengthen the position of the petition. Considering that labelling is part of the Product Stewardship Scheme and that Thumbs Up New Zealand has support from 46,000+ individuals and over half of our nation's Mayors (our civil leaders who currently manage 87% of our waste and recycling) it seems only natural that the Minister and Ministry bring Thumbs Up New Zealand into their working space. It can only be positive to bring the voices of the people along for the journey.

I look forward to learning your direction and advice.

Kindest,
Niamh

+64 21 33 72 70
niamh@niamhperen.com

On Thu, Nov 28, 2019 at 10:30 AM Penny Race
s 9 (2) (a) wrote:

Tena koe Niamh,

I understand that in your meeting with Minister Sage on Thursday 21st November you asked about a reply to an earlier email you sent.

Our records show that Minister Sage responded to you on 30 July 2018 (please see attached).

Many apologies if you did not receive this.

Nga mihi

s 9 (2) (a) [redacted] | Private Secretary (Associate Environment) | Office of Hon Eugenie Sage

Minister for Land Information | Minister of Conservation | Associate Minister for the Environment

Level 6R | Bowen House | Wellington 6160

s 9 (2) (a) [redacted] [redacted]



Taking Action on Plastics – A proposed pathway forward

Date Submitted:	29 November 2019	Tracking #: 2019-B-06280	
Security Level	In Confidence	MfE Priority:	Non-Urgent

	Action sought:	Response by:
Hon Eugenie Sage, Associate Minister for the Environment	Refer to recommendations table	4 December 2019

Actions for Minister's Office Staff	Return the signed report to MfE.
Number of appendices #2	Titles of appendices 1. Plastic items included in overseas single-use plastic initiatives 2. Key messages to support a Government response.
Note any feedback on the quality of the report	


Ministry for the Environment contacts

Position	Name	Cell phone	1 st contact
Principal Author	Liz Butcher		
Responsible Manager	Stephen Goodman	021 238 5678	
Director	Shaun Lewis	021 012 446	✓

Taking Action on Plastics – A pathway forward

Key Messages

1. The Prime Minister’s Chief Science Advisor is releasing its report on *Rethinking Plastics* on 8 December 2019 (the Rethinking Plastics report).
2. You have asked for advice on a firm government response. In line with the Government’s current direction and building on the findings of the Rethinking Plastics report, we recommend making high level announcements in 2019 to provide strong signals to industry and the public. Further action through a more considered response to the Rethinking Plastics report could take place in 2020 following consultation with the sector and then Cabinet.
3. We recommend you make a two-stage response to the report:

Time	Description
<p>December 2019</p> <p><i>Set strong government direction and announce early wins</i></p>	<p>In addition to welcoming the report, announce that the Government in 2020 will</p> <ol style="list-style-type: none"> 1. set ambitious goals for shifting away from low value plastics over time, beginning with low-value and hard-to-recycle plastic packaging 2. prioritise moving away from single-use packaging for food and beverage containers made from Polystyrene (6) and PVC (3) and single use plastic items¹ 3. commit to stimulating innovation and solutions to soft plastics (4) 4. accelerate work with local government and industry on standardising kerbside collection across New Zealand² 5. in conjunction with industry, develop a labelling scheme for packaging including plastic.
<p>Out of Scope</p>	

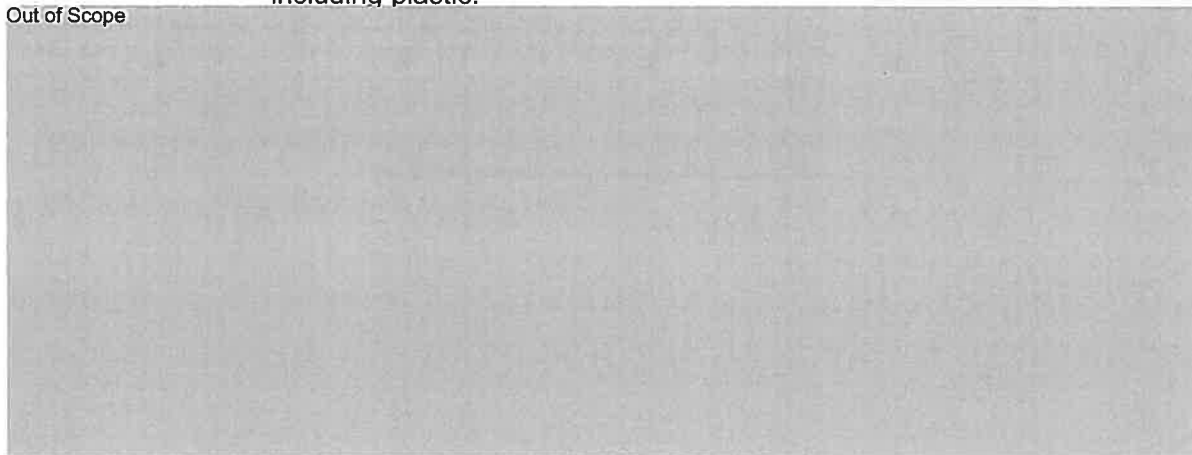
Out of Scope



7. We recommend that you:

- a. **Note** that the Prime Minister's Chief Science Advisor's report on Rethinking Plastics is an opportunity for the Government to send strong signals to the public and industry on a direction for plastics in New Zealand.
- b. **Note** we recommend that you welcome the report in December 2019 and announce that the Government in 2020 will:
 - i. set ambitious goals for shifting away from low value plastics over time, beginning with low value plastic packaging
 - ii. prioritise moving away from single-use packaging made from Polystyrene (6) and PVC (3), and maybe single-use plastic items
 - iii. commit to stimulating innovation and solutions to soft plastics (4)
 - iv. accelerate work with local government and industry on standardising kerbside collection across New Zealand
 - v. in conjunction with industry develop a labelling scheme for packaging including plastic.

Out of Scope



Signature

Shaun Lewis
Director, Mana Honohono

Date

Hon Eugenie Sage
Associate Minister for the Environment

Date

Taking Action on Plastics: A pathway forward

Supporting material

Purpose

1. The purpose of this briefing is to provide you with more specific details around a proposed approach for responding to the Prime Minister's Chief Science Advisor's (PMCSA) report on Rethinking Plastics (the Rethinking Plastics report).

Context

2. On 22 November 2019 we provided you with provisional advice on next steps that could be taken to implement recommendations made in the Rethinking Plastics report (19-B-06245 refers). You asked for advice on a firm response to the Rethinking Plastics report.

Analysis and Advice

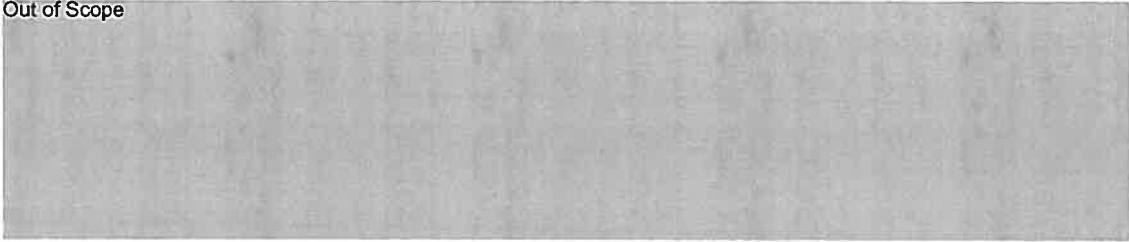
3. The Rethinking Plastics report provides a platform to enable a bold response to managing plastics in New Zealand. In the short-term a bold response will send a strong signal across the entire plastic value chain that change is needed.
4. We outline below actions that could be announced in 2019 as a bold short-term response to the Rethinking Plastics report.

Strong short-term actions that could be announced in 2019

Out of Scope





Out of Scope

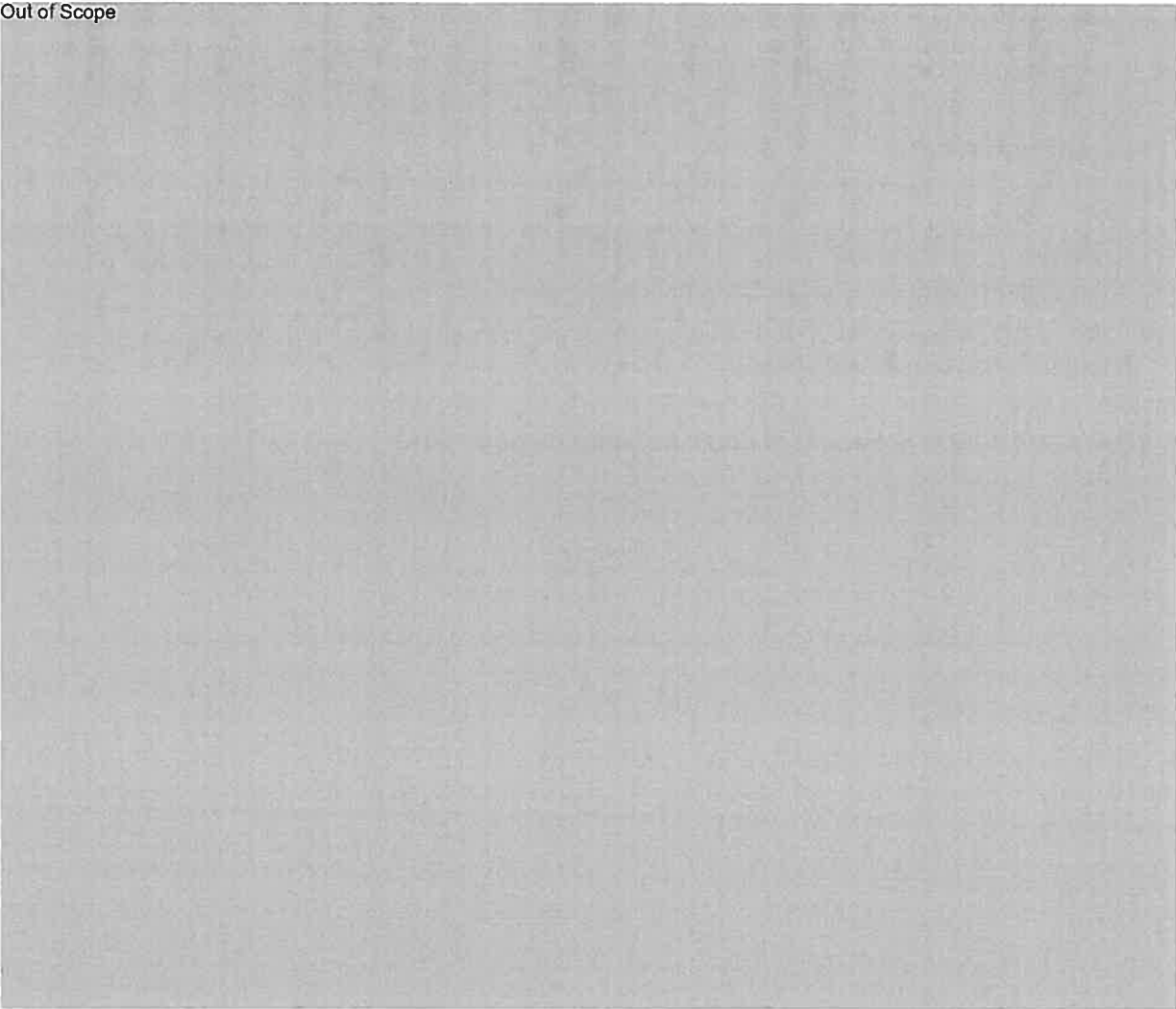


- acknowledging that there is a public interest in seeing the introduction of a mandatory labelling scheme to help New Zealand recycle right. The Government will focus in the short-term on improving standardisation and consistency across kerbside recycling and commencing work to consider a potential labelling scheme, including engagement with industry, for introduction in the future.


Out of Scope

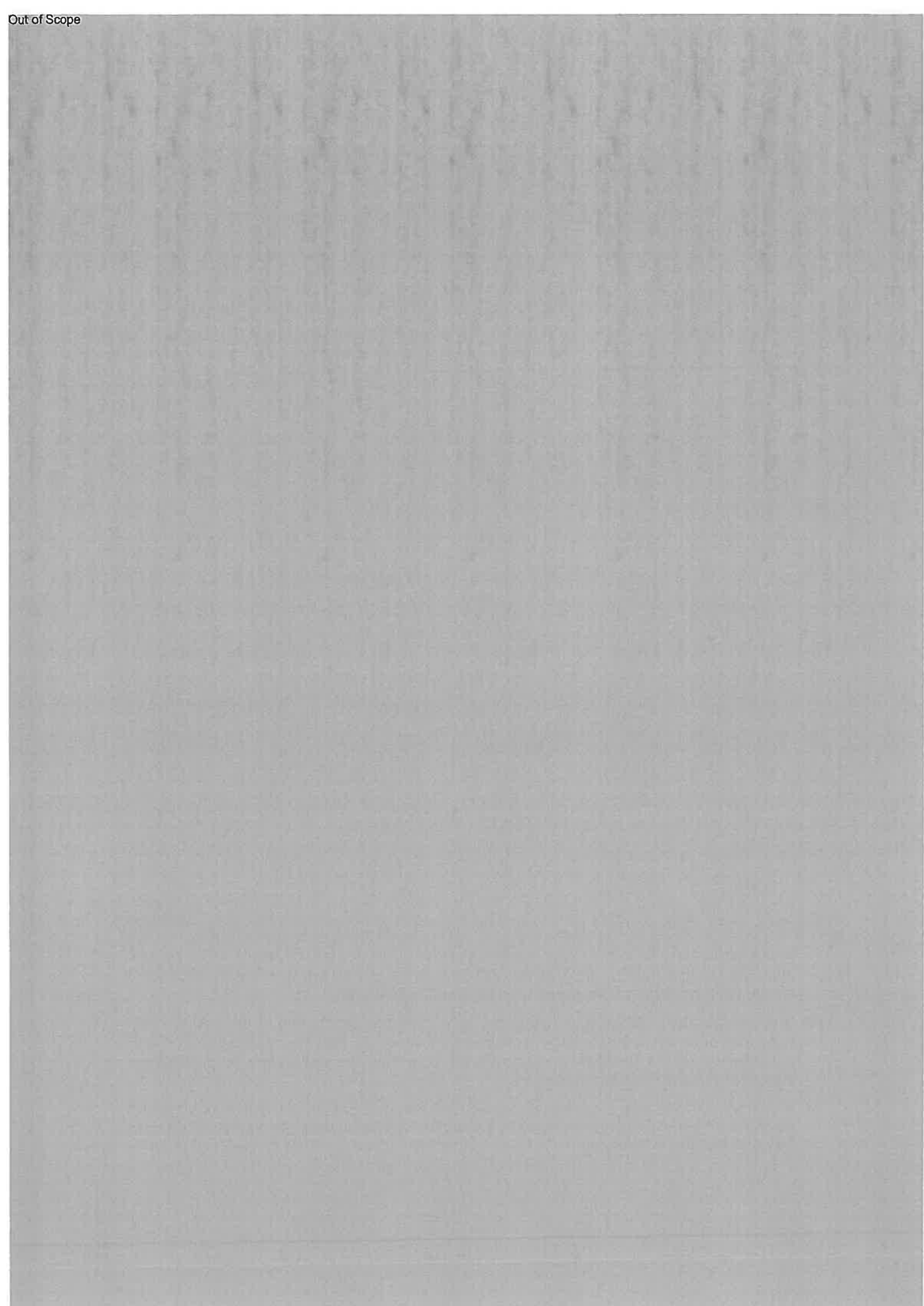



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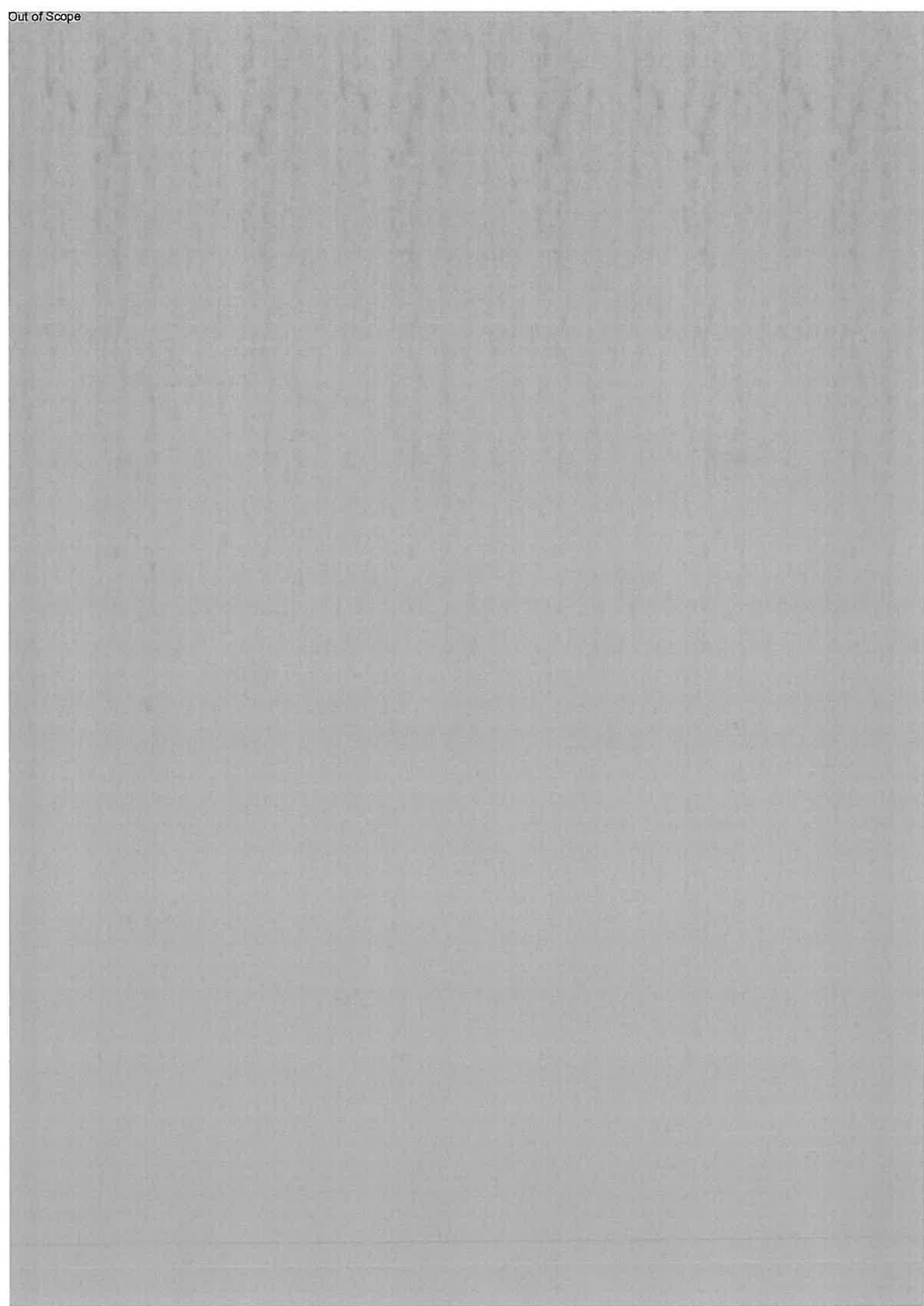


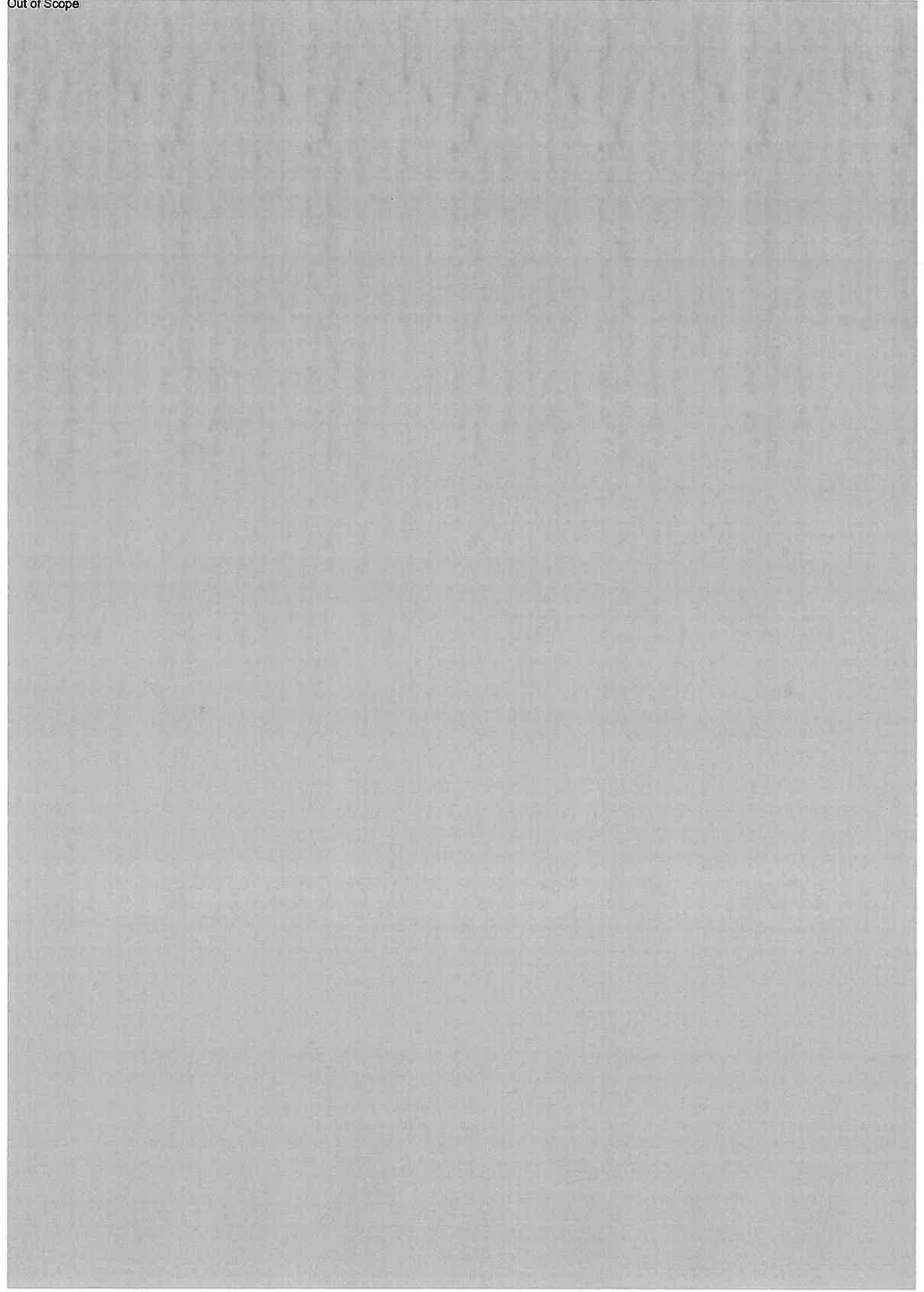


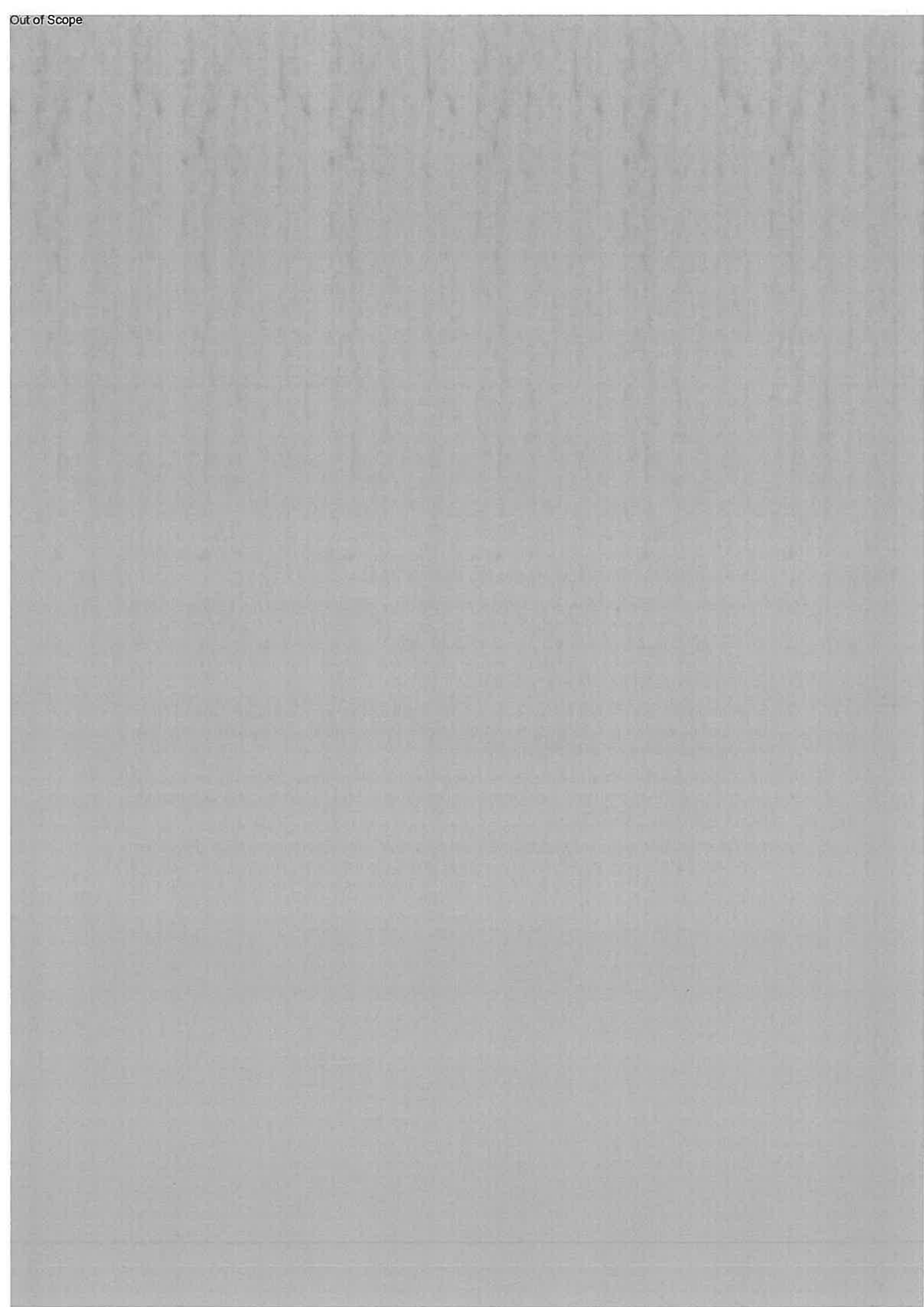
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35. Exploring options for a recycling labelling scheme in New Zealand would likely be well supported by the public. The '*Thumbs up New Zealand*' petition, which advocates for a simple labelling scheme has garnered over 46,000 signatures.
36. We consider that a labelling scheme is a good idea for introduction in the future. Early conversations with industry have highlighted the need to address standardisation and consistency with our kerbside collection although there may be implications for the National Resource Recovery system design.
37. A shift toward less material types could help with standardisation as plastic types 1 and 2 are commonly accepted across councils and further work to investigate a labelling scheme could commence in tandem.







Out of Scope

Out of Scope

Accelerating work on labelling and standardising kerbside

19. A key message of the report is that we need a recycling system that works. This will be achieved through consistency in design, use and disposal.
20. Heard from countless New Zealanders who say they want to do the right thing but find the variation between different recycling system confusing. Instruct the Ministry for the Environment to bring forward plans to work with local government and industry on making our kerbside collections more consistent across the country. Removing problematic materials will help with this.
21. Standardising our recycling system will be challenging and will take time. This is because councils have long-term contracts with their suppliers. Regulation would be needed to achieve consistency at speed.
22. We also recognise that in order to achieve greater consistency, systems around the country might need further infrastructure investment. This could be enabled through future waste levy funding.
23. Ask the Ministry to begin working with industry and New Zealanders on a consistent approach to labelling, so people know what to recycle and how. This will also help our recycling system by making sure the right materials can be correctly identified for processing.

Out of Scope



Event note – Launch of the Prime Ministers Chief Science Advisors *Rethinking Plastics in Aotearoa New Zealand* report

Date submitted: 6 December 2019

To: Hon Eugenie Sage, Associate Minister for the Environment

Time of event: 10am, Sunday 8 December 2019

Name of the event: Launch of the Prime Ministers Chief Science Advisors *Rethinking Plastics in Aotearoa New Zealand* report.

Purpose

1. This event note provides you with information to support your attendance at the launch of the *Rethinking Plastics* report by Prime Minister Rt Hon Jacinda Adern in Auckland on 8 December 2019.
2. At the launch you, alongside the Prime Minister, will be making an announcement to signal that the Government is keen to work with industry to support a move away from low value and hard-to-recycle plastics.
3. We have included key messages for the announcement in this event note. We have provided Q&As to your office separately.

Run sheet

Date	Sunday 8 December 2019
Time	10am -11am
Location	Sustainable Coastlines 55 Madden St Wynyard Quarter, Auckland
Key attendees	Prime Minister, Rt Hon Jacinda Adern Professor Juliet Gerrard, Chief Science Advisor Dr Rachel Chiaroni-Clarke, Office of the Prime Ministers Chief Science Advisor (Lead Author) Other attendees may include academics and industry representatives who contributed to the development of the report including Plastics NZ, WasteMINZ, Scion, Sustainable Coastlines, Packaging Forum and many others.

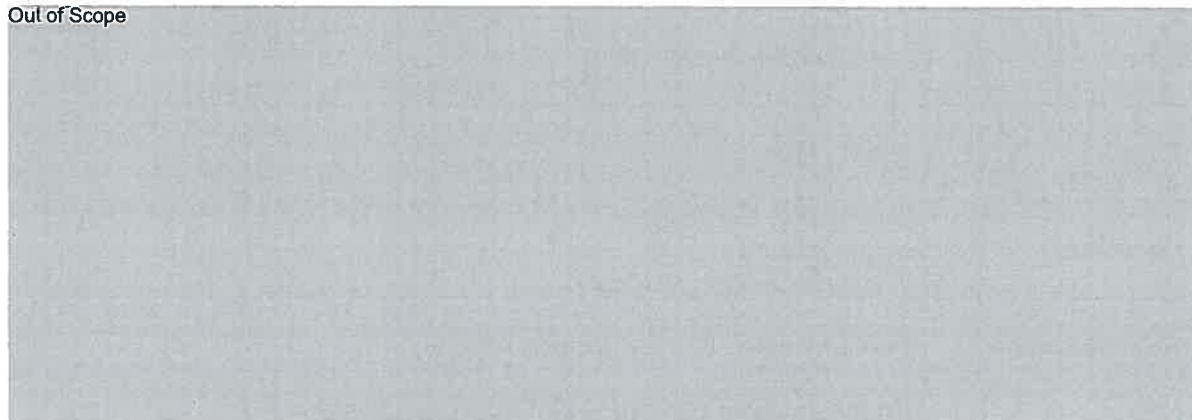
Contact	MfE contact: Liz Butcher, Senior Policy Analyst Liz.butcher@mfe.govt.nz , 0225173314
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Launch of the *Rethinking Plastics in Aotearoa New Zealand* report

4. The Prime Minister is launching the *Rethinking Plastics Aotearoa New Zealand* report.
5. The report is the first research project completed by Professor Juliet Gerrard in her role as the Prime Minister's Chief Science Advisor.
6. *Rethinking Plastics* emphasises that New Zealand's plastic problem is vast, complex and has international (as well as domestic) challenges. It makes recommendations over six key themes:
 - implement a National Plastics Action Plan
 - improve plastics data collection
 - embed Rethinking Plastics in the Government agenda
 - create and enable consistency in design, use and disposal
 - innovate and amplify
 - mitigate environmental and health impacts of plastic.
7. We provided you with additional advice on 29 November 2019 regarding bold short-term action that the Government could take following the release of the *Rethinking Plastics* report (19-B-06280 refers).

Government's response to *Rethinking Plastics*

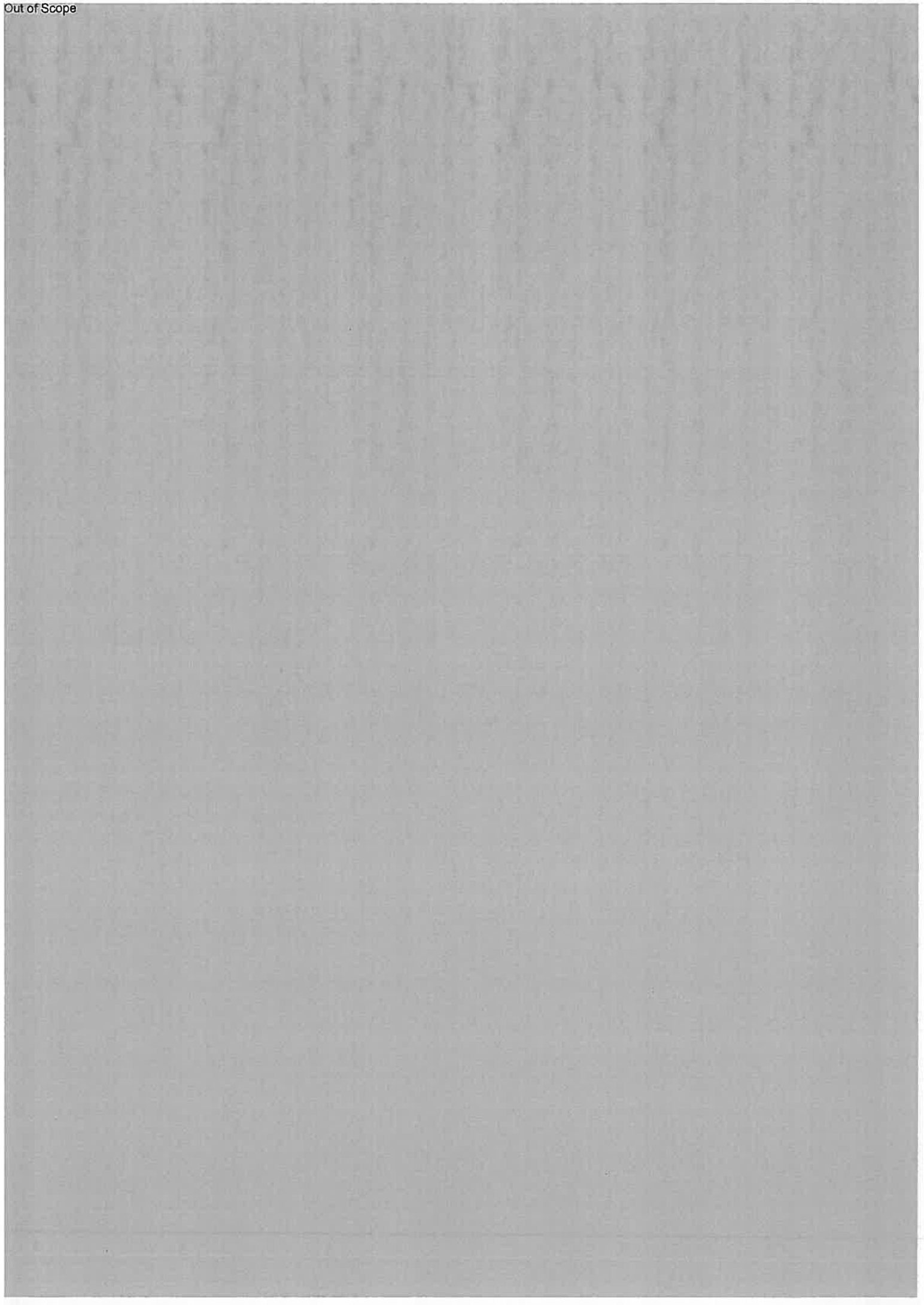
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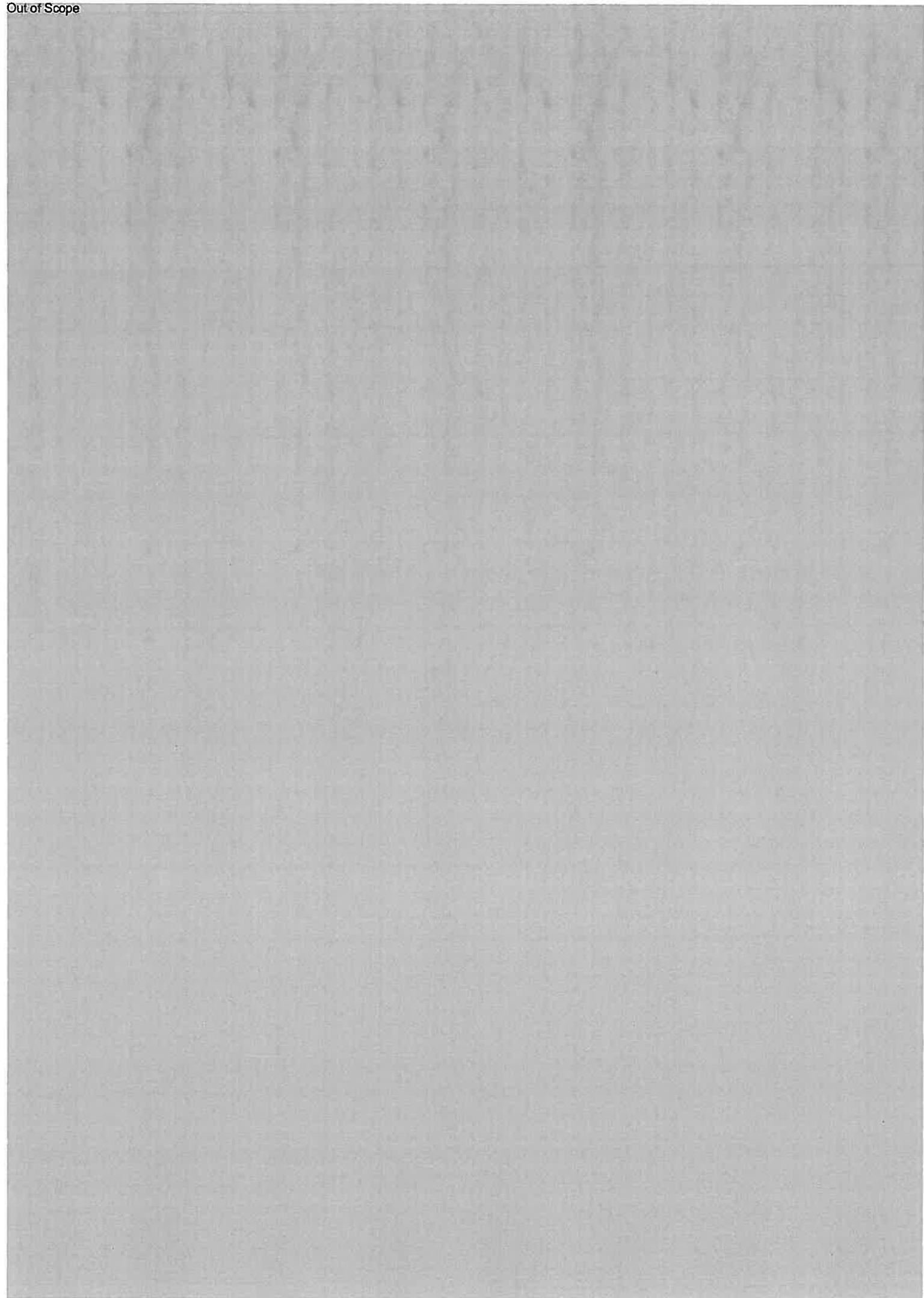


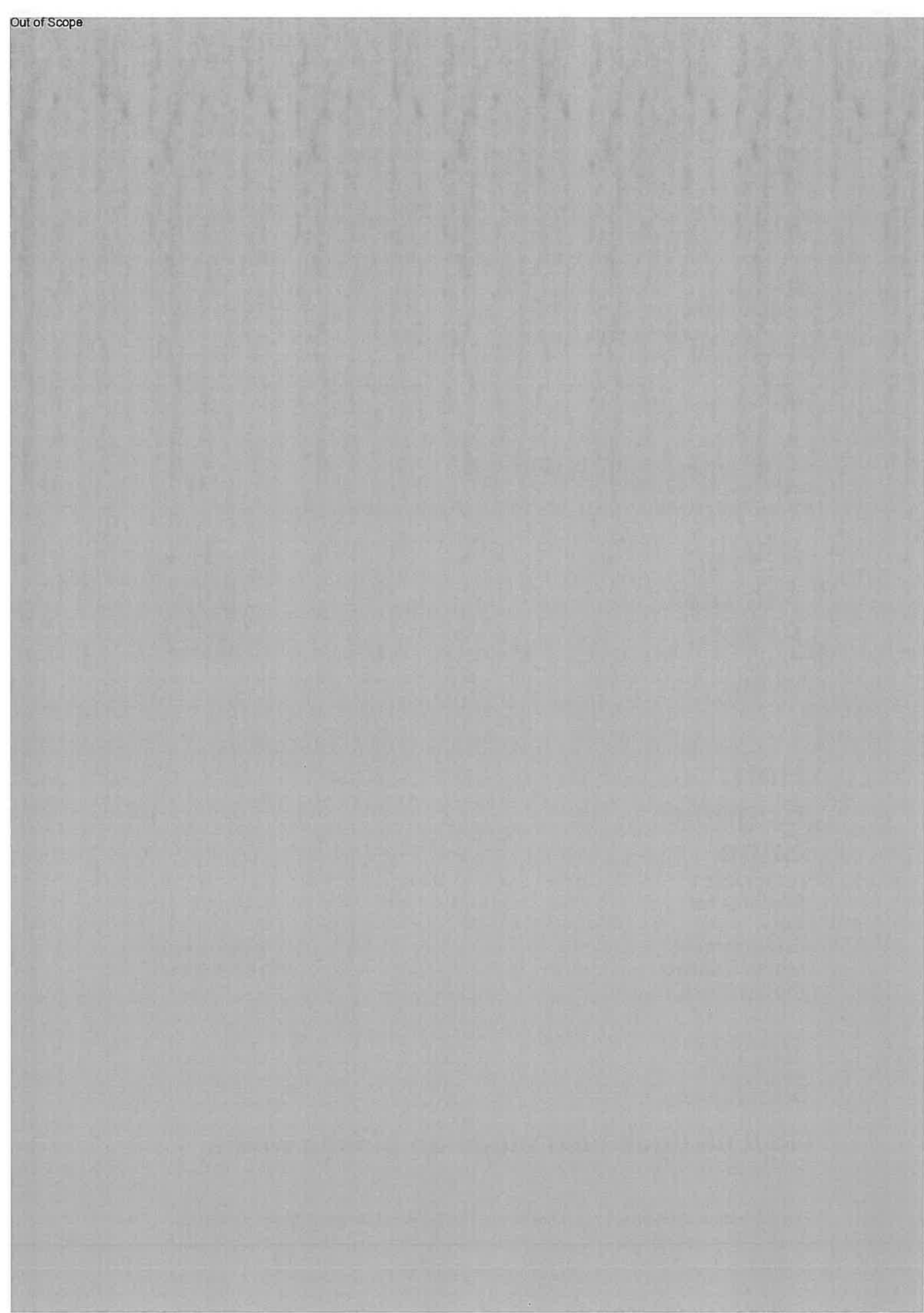
11. We have proposed further announcements including tasking officials to:
 - investigate a labelling scheme for packaging in New Zealand
 - prioritise work to improve standardisation and consistency across kerbside recycling (recognising that making progress on this will be difficult)
 - commence work to support a shift away from other problematic plastic materials including soft-plastics (LDPE, 4) in the future.

Out of Scope









From: s 9 (2) (a)
To: s 9 (2) (a)
Subject: FW: EMBARGOED TO 10AM - PR PM Sage Govt pledges next steps on plastic waste
Date: Sunday, 8 December 2019 10:12:19 am
Attachments: [image001.png](#)

Final PR

s 9 (2) (a)
Press Secretary
Office of Hon Eugenie Sage
s 9 (2) (a)

Sent from my phone

From: s 9 (2) (a)
Date: Sunday, 08 Dec 2019, 08:39
Subject: EMBARGOED TO 10AM - PR PM Sage Govt pledges next steps on plastic waste

**Rt Hon
Jacinda
Ardern**
Prime
Minister



**Hon
Eugenie
Sage**
Associate
Minister for
the
Environment
Minita Tuarua
mo Te Taiao

PANUI PAPAHO
MEDIA STATEMENT

**EMBARGOED
UNTIL 10AM
SUNDAY 8
DECEMBER 2019**

Govt pledges next steps on plastic waste

The Government will phase out more single-use plastics following the success of its

single-use plastic bag ban earlier this year and the release today of a pivotal report for dealing with waste.

Prime Minister Jacinda Ardern has welcomed the *Rethinking Plastics in Aotearoa New Zealand* report, released by her Chief Science Advisor Prof Juliet Gerrard.

“Our ban on plastic bags has already made a difference as we confront our enormous long-term challenge to tackle plastic waste,” Jacinda Ardern said.

“Many New Zealanders, including many children, write to me about plastic – concerned with its proliferation over the past decade and the mounting waste ending up in our oceans.

“I share this concern for our natural environment – one that sustains our tourism, trade and our national identity.

“There’s more to do and our next steps to tackle plastic waste include:

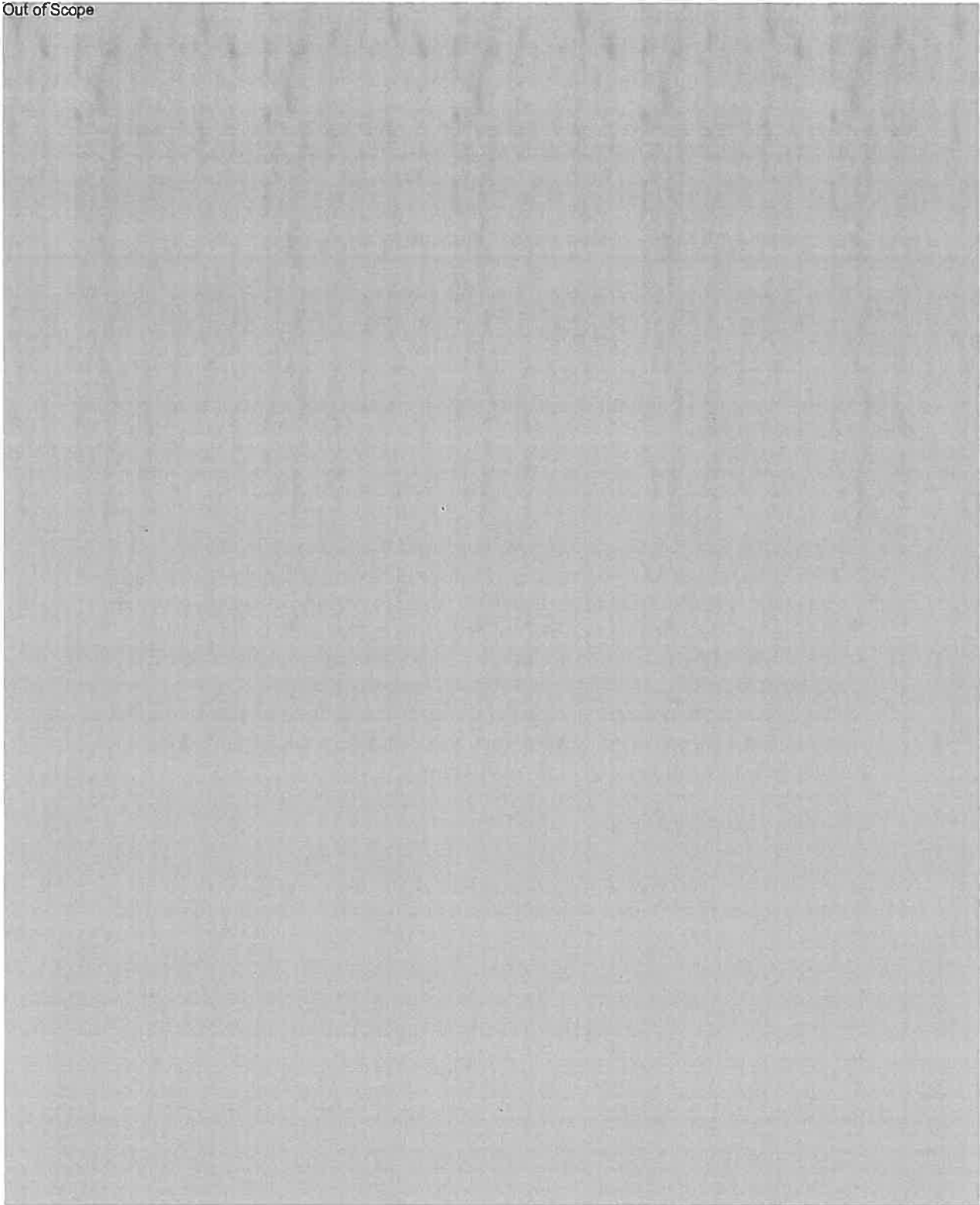
- Setting goals to shift away from low-value and hard-to-recycle plastic
- Our first target will be to move away from single-use packaging and beverage containers made of hard-to-recycle PVC and polystyrene. Examples include polystyrene meat trays, cups and takeaway food containers. We will work towards ensuring that these are made of high-value alternatives like PET, HDPE and polypropylene, which can be recycled and reprocessed
- Stimulate innovation and development of solutions to the soft plastic problem
- Accelerate work with local government and industry on better and more consistent kerbside collection of recyclables
- With industry, continue work to develop a labelling scheme for packaging, including plastic packaging

“We can ensure that New Zealand’s future is not full of throw-aways but of smart innovations and practical steps to reduce, reuse and recycle,” Jacinda Ardern said.

Out of Scope



Out of Scope



From: s 9 (2) (a)
Sent: Tuesday, 10 December 2019 2:27 pm
To: s 9 (2) (a)
Cc: s 9 (2) (a); Stephen Goodman
Subject: RE: Niamh Peren - contact person please

Sure – please can you me know when you have called Niamh?

Thanks

s 9 (2) (a)

From: s 9 (2) (a)
Sent: Tuesday, 10 December 2019 1:59 PM
To: s 9 (2) (a)
Cc: s 9 (2) (a); Stephen Goodman <Stephen.Goodman@mfe.govt.nz>
Subject: RE: Niamh Peren - contact person please

Kia ora s 9 (2) (a),

Also of relevance: we have a draft ministerial response for Niamh's October correspondence [19-M-02294], which was deferred given Minister Sage's meeting with Niamh in November.

In light of recent events and correspondence, we recommend cancelling the October ministerial. MfE will instead provide a Ministry response to Niamh which will capture Niamh's October correspondence as well as her more recent email to you, and the plastics announcement on Sunday.

Are you happy for us to proceed with the above? Exec Relations require your confirmation if the ministerial is to be cancelled.

Ngā mihi,

s 9 (2) (a)

From: Stephen Goodman <Stephen.Goodman@mfe.govt.nz>
Sent: Tuesday, 10 December 2019 10:53 am
To: s 9 (2) (a); Shaun Lewis <Shaun.Lewis@mfe.govt.nz>
Cc: s 9 (2) (a)
Subject: RE: Niamh Peren - contact person please

Hi s 9 (2) (a),
OK, it's now past the Plastics announcement so we can catch this.

We plan to give some useful information to Niamh as well.

Steve.

From: s 9 (2) (a)
Sent: Tuesday, 10 December 2019 9:37 am
To: Shaun Lewis <Shaun.Lewis@mfe.govt.nz>

Cc: Stephen Goodman <Stephen.Goodman@mfe.govt.nz>

Subject: FW: Niamh Peren - contact person please

Kia ora Shaun

Niamh's number is 021 337 270 – please can someone contact her today?

Ngā mihi

s 9 (2) (a) | Private Secretary (Associate Environment) | Office of Hon Eugenie Sage
Minister for Land Information | Minister of Conservation | Associate Minister for the Environment
Level 6R | Bowen House | Wellington 6160
s 9 (2) (a)

From: s 9 (2) (a)
Sent: Monday, 9 December 2019 12:28 PM
To: Kathy Bass <Kathy.Bass@mfe.govt.nz>; Stephen Goodman <Stephen.Goodman@mfe.govt.nz>
Cc: s 9 (2) (a) 'Shaun Lewis'
<Shaun.Lewis@mfe.govt.nz>
Subject: Niamh Peren - contact person please

Kia ora

We are been contacted by Niamh Peren (Two Thumbs Up) regularly since her meeting with Minister Sage.

Please can MFE provide a contact person she can speak to about her ideas and any involvement on working groups, etc?

Ngā mihi

s 9 (2) (a) | Private Secretary (Associate Environment) | Office of Hon Eugenie Sage
Minister for Land Information | Minister of Conservation | Associate Minister for the Environment
Level 6R | Bowen House | Wellington 6160
s 9 (2) (a)

From: s 9 (2) (a)
Sent: Friday, 13 December 2019 2:49 pm
To: Stephen Goodman
Cc: s 9 (2) (a)
Subject: RE: Niamh Peren: Update from the Ministry for the Environment - labelling work in 2020

Many thanks both

From: Stephen Goodman [mailto:Stephen.Goodman@mfe.govt.nz]
Sent: Friday, 13 December 2019 2:43 PM
To: s 9 (2) (a)
Cc: s 9 (2) (a)
Subject: Niamh Peren: Update from the Ministry for the Environment - labelling work in 2020

I've made contact so you can refer calls to us.

From: Stephen Goodman
Sent: Friday, 13 December 2019 2:39 pm
To: niamh@niamhperen.com
Cc: s 9 (2) (a)
Subject: Update from the Ministry for the Environment - labelling work in 2020

Tēnā koe Niamh,

I'm a policy manager at the Ministry for the Environment responsible for work on resource efficiency and waste minimisation. I'm emailing you to make sure you remained across developments to do with labelling, following on from your meeting with Minister Sage in November. It is great to see the support your campaign has garnered for an improved recycling labelling scheme in Aotearoa New Zealand.

As you are aware, the Prime Minister and Minister Sage have just announced the Government's intention to work to develop a labelling scheme for packaging, including plastic packaging. This was a recommendation from the Chief Science Advisor's report, *Rethinking Plastics*. The report points to the Australasian Recycling Label as an example of a scheme overseas, although the report notes there are some complexities for labelling in New Zealand that need to be worked through. We assure you that we will need to talk to stakeholders and work through a range of options for a workable labelling scheme. We are committed to delivering the best possible outcomes - we want to get it right for industry, for New Zealanders, and for te taiao.

Waste is an entrenched and multifaceted issue and therefore requires a whole suite of responses. The *Rethinking Plastics* Press Release from the PM and Minister Sage (below) points to a range of system changes we are proposing, from expanding the landfill levy to improving our waste infrastructure.

I hope this email gives you some insight into the significant work that is underway. I encourage you to stay connected to our website for consultation in 2020.

Ngā mihi nui,

Steve

Stephen Goodman – Policy Manager
Ministry for the Environment – Manatū Mō Te Taiao

Email: stephen.goodman@mfe.govt.nz Phone: 021 238 5678 Website: www.mfe.govt.nz
23 Kate Sheppard Place, Thorndon, Wellington 6143



Ministry for the
Environment
Māori Me Te Taiao



**Making Aotearoa New Zealand
the most liveable place in the world**
Aotearoa – he whānau māori kōwhiri mā te taiao

Here are some resources for you to find out more:

- Chief Science Advisor's *Rethinking Plastics* report: <https://www.pmcsa.ac.nz/our-projects/plastics/rethinking-plastics-in-aotearoa-new-zealand/>
- Press release: <https://www.beehive.govt.nz/release/govt-pledges-next-steps-plastic-waste>
- NRR taskforce: <https://www.mfe.govt.nz/more/briefings-cabinet-papers-and-related-material-search/briefing-notes/national-resource-recovery>
- NRR work programme announcement: <https://www.beehive.govt.nz/release/plan-recharge-recycling>
- NRR work programme: <https://www.mfe.govt.nz/waste/waste-and-government>

[REDACTED]
[REDACTED]

Dear [REDACTED]

Thank you for your email of 25 November 2019 about your experience as a waste educator and your concerns about green wash labelling. I was interested to read about your experiences as a waste educator. Thank you also for your interest in the ban on single-use plastic bags.

You may be aware that the Chief Science Advisor has recently published a report *Rethinking Plastics*. The Chief Science Advisor recommended that labelling be improved (in particular labelling of plastic type) as part of a system approach to recycling plastics.

This Government is committed to product stewardship. You are probably aware that we are currently reviewing the feedback from a consultation process on which categories of product should be subject to a regulated product stewardship scheme. We anticipate that a summary of feedback will be available before the end of the year.

I hope that you are heartened by the recent announcement that the Government will ban a wider group of single-use plastics. Alongside the Prime Minister, Rt. Hon Jacinda Ardern, I announced that this Government has pledged our next steps towards phasing-out more single-use plastic items. New Zealand will be moving away from low-value, hard to recycle plastics. Our first target will be to move away from single-use packaging and beverage containers made from PVC (3) and Polystyrene (6) plastics. This may include items such as polystyrene takeaway containers, sushi packs, and some types of plastic packaging/wraps.

This joint announcement reflects the importance of this work to the Prime Minister as well as myself. The Prime Minister noted in her speech that the number one thing she receives letters about is reducing waste. Many New Zealanders are clearly passionate about dealing effectively with our waste problem.

Thanks you again for your commitment to waste minimisation, and I urge you to keep up the good work.

Yours sincerely

Hon Eugenie Sage
Associate Minister for the Environment

19-M-02728

s 9(2)(a)

Dear s 9(2)(a)

Thank you for your email correspondence of 30 November 2019 about waste, recycling and education.

I would also like to thank you for your keen interest in waste and in particular recycling. I agree with you that people are not as educated as they could be about how to recycle.

The National Resource Recovery project is a core part of my priority waste work programme for 2019 and beyond. This project contains a number of elements designed to benefit the resource recovery sector and help improve New Zealand's overall resource recovery systems and infrastructure. These improvements are needed to underpin a longer-term transition to a circular economy. A key part of this project is an education component, with a view to encouraging households and businesses to 'recycle right'.

I am pleased to say that, alongside the Prime Minister, Rt. Hon Jacinda Ardern, I recently announced that, as well as phasing out more single-use plastics, this Government has pledged to work with industry to develop a labelling scheme for packaging, including plastic packaging. Labels will show whether items can be recycled. This initiative was in response to the *Rethinking Plastics in Aotearoa New Zealand* report by the Prime Minister's Chief Science Advisor.

Much recycling is the responsibility of local councils and they have a role in educating people living in their area. For example, the Christchurch City Council and Wellington City Council websites provides valuable information about what can and can't be recycled, including not just what can go into council recycling bins but also other local places and businesses that recycle particular items.

I am interested in your idea about a television channel on recycling, and I will leave it to others you have written to, to consider that proposal.

Yours sincerely

Hon Eugenie Sage
Associate Minister for the Environment