



Our Inaugural Newsletter for Supporters

- FEBRUARY 2019 -

Kia ora and welcome to our first ever newsletter showcasing the movement to get a Container Deposit Scheme for Aotearoa; for our land, sea and communities.

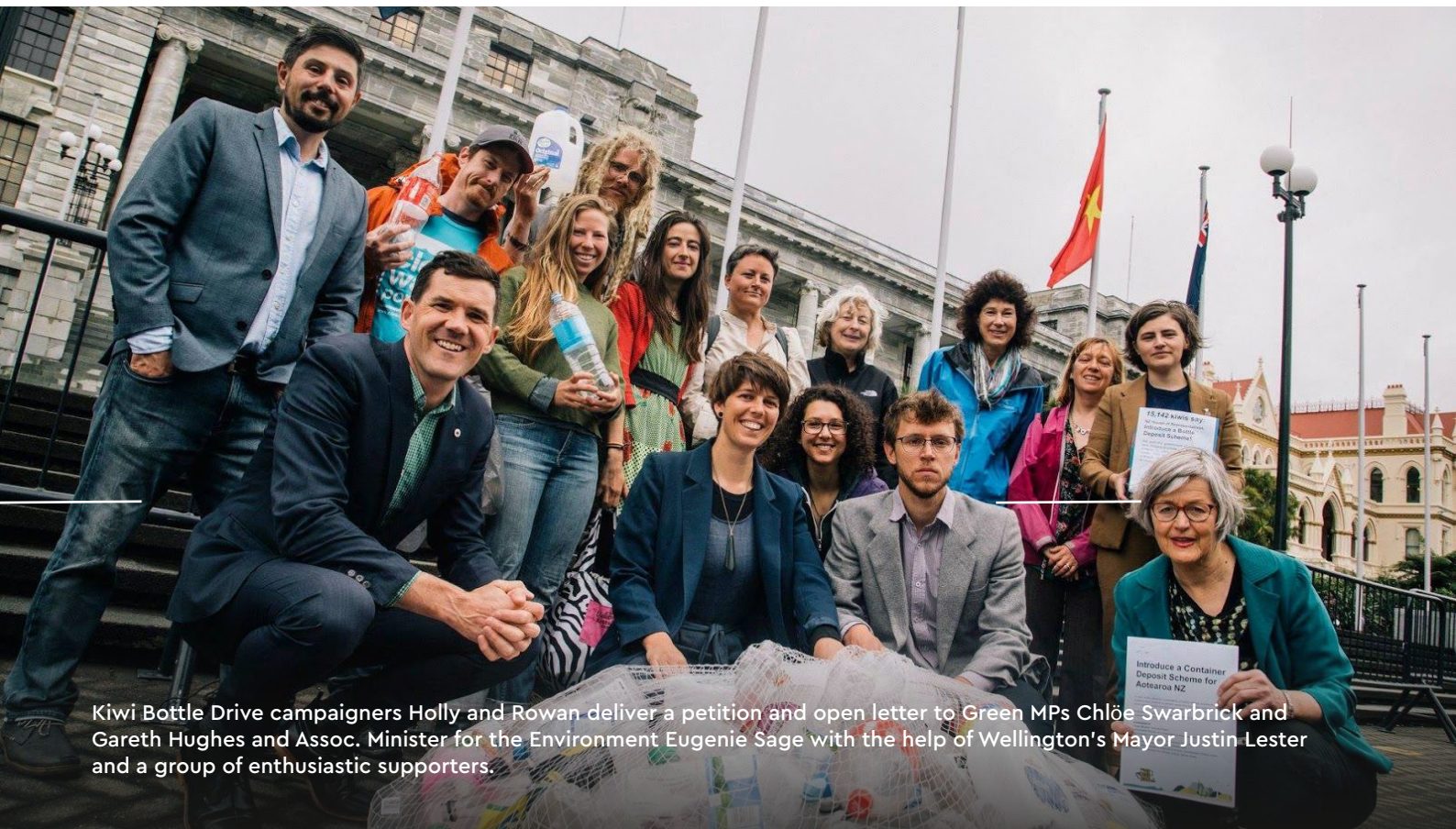
After delivering a petition signed by more than 15,000 kiwis to Parliament at the end of last year, we felt it was time to share our story and vision of where we're going. We hope you enjoy.

Ngā mihi nui,

Holly, Rowan, Warren and the team.

For our land, sea and community

The Kiwi Bottle Drive is one of New Zealand's leading product stewardship and zero waste advocacy groups, with a single focus on campaigning for the introduction of a container deposit scheme (CDS) - the next step toward zero waste.



Kiwi Bottle Drive campaigners Holly and Rowan deliver a petition and open letter to Green MPs Chlöe Swarbrick and Gareth Hughes and Assoc. Minister for the Environment Eugenie Sage with the help of Wellington's Mayor Justin Lester and a group of enthusiastic supporters.

Background

The Kiwi Bottle Drive campaign was launched in early 2017, following more than twenty years of research and advocacy work on CDS, by groups such as [Envision](#), the [New Zealand Product Stewardship Council](#) and a growing number of Councils.

The group was founded by campaigners, Rowan Brooks and Holly Dove, under the leadership of waste minimisation expert Warren Snow, becoming New Zealand's first public campaign for a Container Deposit Scheme. 2017 was spent building networks with key groups and allies – such as the Zero Waste Network, Greenpeace and others, and building our social media profile and supporter-base.

“Message in a bottle” was our first call-to-action; asking members of the public to send plastic bottles to Parliament (Freepost) carrying their own “message” as to why New Zealand needed a CDS.

By the start of 2018, with a growing base of supporters (through petition signers) and followers on social media, we could now reach out further to more stakeholder groups and allies.



Massey University students make their own 'messages in bottles' to send to Parliament during an event, August 2017.



Campaigner Holly Dove delivers 'sea monsters' made by school children out of found plastic bottles and cans to Coca Cola's headquarters in an effort to engage the large corporation in CDS talks.

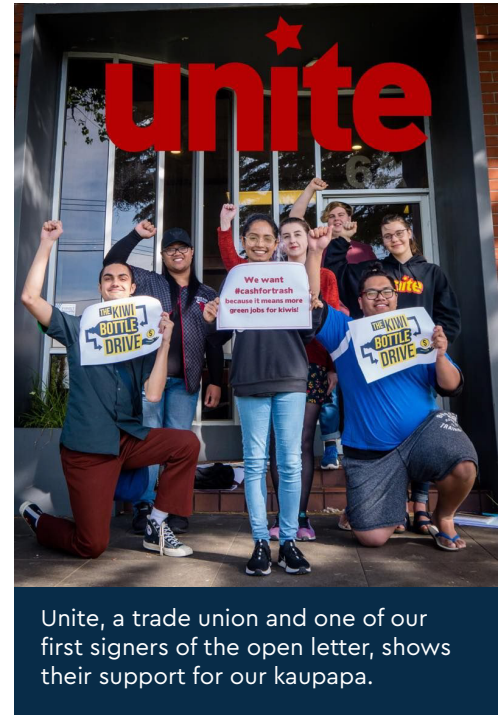


Show & Tell 2018

Feb-April

We kicked off the year by launching an open letter to Parliament, with an initial group of partner organisations, which included Auckland Council, Auckland Zoo, Greenpeace, Para Kore, Zero Waste Network (ZWN), Engineers for Social Responsibility and Our Seas Our Future. Our letter called for a nationwide bottle deposit scheme and went on to be signed by more than fifty organisations.

At the open letter launch we showed a [video](#) we'd made in collaboration with Auckland Zoo's turtle vet, about how bottle deposits can solve ocean plastic pollution.



Unite, a trade union and one of our first signers of the open letter, shows their support for our kaupapa.

May-June

June 5th – World Environment Day (the theme this year was 'plastic pollution') – We joined forces with Greenpeace at Auckland's waterfront. A local artist created a plastic-bag sculpture for the event to tell the story of plastic pollution [see video](#).

July

We took part in Plastic Free July making small [videos](#) for social media and [blogging](#) about how bottle deposits are the next step to becoming plastic-free.

Warren and a local team ran a [bottle drive](#) at the [Kaitaia market](#). Over 25,000 plastic, glass, and aluminum beverage containers were collected from homes, streets and waterways.



Family exchanging bottles for cash at Kaitaia bottle drive.





Kiwi Bottle Drive founder Warren Snow talks bottle deposits at Greenpeace's Plastic Free NZ coalition launch



In mid-July we partnered with Greenpeace to launch their [Plastic Free NZ coalition](#), which includes CDS as a key step in New Zealand becoming plastic free.

August

After a great catch-up with Wellington's waste warrior Mayor Justin Lester, Wellington City Council joined us to sign our open letter and agreed to champion our campaign. WWF and Forest & Bird signed our open letter – the movement was growing.

September

Our campaigners Holly and Rowan attended the 5th Global Deposit Summit in Richmond, London, where more than 80 delegates from many different countries, including Europe, Canada, Australia and the United States, came together to discuss the global trends of CDS schemes worldwide and related waste issues.

October

At the 2018 WasteMINZ conference Warren won the "people's choice" award for his contribution to the waste minimisation sector. This follows more than twenty years of mahi (work) and expertise in this field.



Founder Warren and campaigner Rowan at the WasteMINZ conference in Christchurch with our stand.



November

In November we ran a nationwide; 'Day-of-Action', to raise awareness ahead of the petition hand-in. Community groups across NZ ran pop-up bottle drives (giving out cash refunds to show how bottle deposits work) hundreds of people promoted the petition on their social media. Thousands more signed the petition in the last week and the petition skyrocketed from 11,000 to 15,450. The day-of-action got great media coverage, making headlines in city papers as well as local news, and the Kiwi Bottle Drive featured on Seven Sharp and Radio New Zealand. Read all about it here.



Volunteers take part in our day-of-action, giving out cash refunds at a pop-up bottle drive and signing folks up to our petition. Ina from EcoMatters gives out cash refunds for bottles on a pop-up bottle drive stall during our day-of-action, at the Wesley markets in Sandringham.

December

Holly and Rowan delivered the petition and open letter to Parliament, getting great media coverage. Supporters and Wellington's Mayor Justin Lester helped to hand over the petition, from 15,450 people, and an open letter, (signed by more than fifty supporter organisations), to Green MPs Chlöe Swarbrick and Gareth Hughes and Assoc. Minister for the Environment Eugenie Sage. You can read about it here.



Petition and Delivery Outcome

Our petition was accepted at Parliament by Green MPs Chlöe Swarbrick and Gareth Hughes, who were openly supportive, and Minister Sage who announced she had asked her Ministry staff to begin researching the feasibility of getting a scheme for Aotearoa. This is a good step in the right direction and reflects big shifts in attitudes toward waste, especially plastic waste. The public are calling for strong action on plastic, and are growing tired of our linear economy.

The Ministry for Environment has formed work streams and is dedicating resources to steer New Zealand towards a circular economy, with product stewardship schemes in place. This leads us to believe CDS is on the cards for New Zealand. But is it enough?

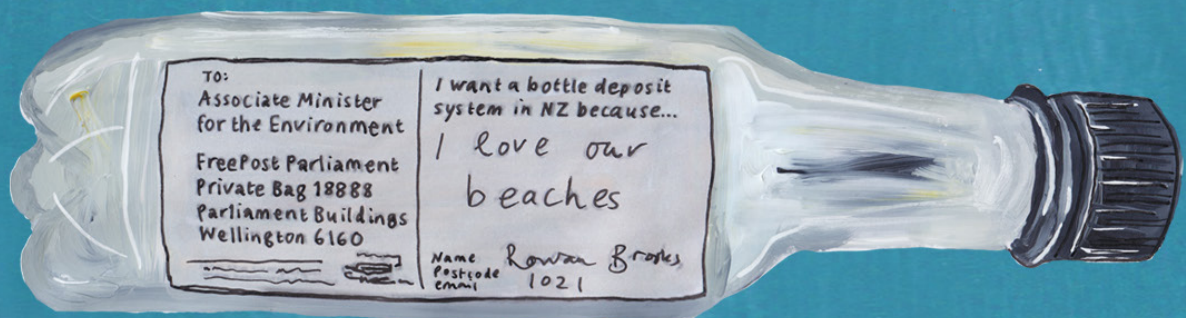
The Minister has acknowledged she is supportive of CDS if we can make it fit a New Zealand context and we aim to show MFE (Ministry for the Environment) this is possible and essential for New Zealand.

Our petition will now be considered by a select committee, who have asked us to present research to them supporting our petition later this month, so stay tuned!

Political and public attitudes are changing rapidly and it's now only a matter of time for New Zealand to step toward introducing CDS.

We now need to design a CDS model that supports local business, encourages refilling of containers and onshore use of recycled materials and involves community groups, such as the Zero Waste Network. We need a CDS which works for everyone, and that is what the Kiwi Bottle Drive is proud to stand for.

Illustration of message in a bottle done by local artist Anieszka Banks.



Our vision for 2019

We're excited to be starting 2019 with strong support from the zero waste community, a public engaged in waste issues and a government far more open than the previous one, and we've just finished writing up our strategy for the year – now it's time for action!

This year we're working closer with allies to work on CDS advocacy together – including councils and Mayors, the Zero Waste community, NGOs and community groups.

We've got 16,000 supporters and Facebook followers, and we'll be working with them to have some fun this year; running bottle drives and perhaps sending a message in a bottle or two, if it feels like the government needs a cheeky little push.

Now, more than ever, New Zealanders are calling for strong action on plastic and waste, and the the Kiwi Bottle Drive is pushing for this action. We have a workable model that can help politicians imagine how CDS could work for New Zealand and by holding the government accountable through our petition submission we can incite urgency and necessity.

This year is the year for a Container Deposit Scheme for Aotearoa; the next step toward zero waste.



www.kiwibottledrive.nz