

reuse
aotearoa,

2020 SECTOR SNAPSHOT



2.0 Sector snapshots introduction

New Zealand has a wide range of companies operating reusable packaging systems, even though the default option is still single-use.¹ Today, most reusable packaging companies are niche operators, but the number of companies in this sector is growing (although New Zealand lacks data to understand properly how reusables fit in the overall share of the market). Investigating New Zealand's homegrown systems will help us find ways to support their growth and/or duplicate successful models across the country. Supporting reusable packaging systems helps to meet the country's waste, plastic pollution and climate change commitments and avoid New Zealand being left behind global trends. Following best practice standards will ensure reusable packaging becomes more accessible and affordable across the economy, for both businesses and consumers. To read more on these points, see our *Setting the Scene* chapters

This report looks at the viability of reusable packaging systems for some key sectors of the Tauranga economy, drawing on examples from across New Zealand. We presume that the barriers and opportunities these businesses face are broadly applicable across the country. To inform this analysis, we undertook:

- Interviews with 18 businesses using reusable packaging systems for their products, or for whom reusable packaging is their core business. Most of these businesses operate and/or sell products in reusable packaging in Tauranga City. Some businesses have no connection to Tauranga at all, but

their business or product provided an important case study or opportunity for the Tauranga economy.

- A desktop study of reusable packaging systems in New Zealand, including interviews, webinars and printed materials already in the public domain. Therefore, **not every business mentioned or quoted in this report was interviewed.**

We have grouped together our findings to present them as six Sector Snapshots:

- Hospitality, tourism and accommodation
- Beverages
- Construction
- Groceries
- Personal care and cleaning products
- Transit/transport packaging

Each *Sector Snapshot* provides examples of existing reusable packaging systems, and an overview of key trade-offs and opportunities for businesses wishing to establish, sustain or grow reusable packaging within the relevant sector. The snapshots should be read alongside the *Setting the Scene* chapters of this report, which outline the key design elements for a successful reuse system, as well as the key barriers to reuse that apply across all sectors.

The *Taking Action* chapters of this report offer recommendations for councils, industry and central government to increase the uptake of reusable packaging in Tauranga, and beyond. These recommendations reflect what interviewees told us would be helpful for them, and what we learned from our wider research. We have grouped these together as cross-sector recommendations rather than sector-specific recommendations.

Wherever possible, we seek to share the ideas, insights and reflections of reusable packaging operators in their own words. We thank all the interviewees for their honesty and for sharing their time with us.

¹ Hannah Blumhardt (2020) "More to Product Stewardship than Recycling: Reusable and Refillable Packaging Systems" 175 revolve. Accessible at <https://www.wasteminz.org.nz/pubs/revolve-magazine-july-2020-issue-175/>.