

# **Background - Definition of Illegal Dumping**

- The deposit of any refuse, rubbish, animal remains, glass, metal, garbage, debris, dirt, filth, rubble, ballast, stones, earth, or waste matter, or any other thing of a like nature in or on a public place; or in or on private land without consent of its occupier (Litter Act 1979).
- It's a wicked problem (complex, social problems that are hard to define and solve involving numerous stakeholders) and has high environmental, social & financial costs.



# **Background - The Statistics (2015/16)**

Auckland 292.7 tonnes

North Shore 56.6 tonnes

Waitakere 144.2 tonnes

Rodney 37.8 tonnes

Manukau 575.9 tonnes

Papakura 163.0 tonnes

Franklin 51.8 tonnes

Total 1322 tonnes

November – March show higher rates of dumping

Cost = over \$1 million annually



# **Background - Main types of illegally dumped material**

- Household items mattresses, furniture, inorganic waste
- 2. Domestic waste household rubbish
- 3. Green waste
- 4. Tyres
- 5. Demolition waste
- 6. Hazardous waste (less than 5%)





# **Summary & Recommendations**

# Regional and local approach

As a result of this project, our recommended, over-arching approach to illegal dumping is an **integrated approach**.

By this we mean, the many intervention-type activities in play (by council, other agencies, community groups etc) must have a unified, collective impact towards reducing dumping by educating people about the new norm i.e. 'it is not okay to dump'.

# **Key strategic focus**

- Illegal dumping is wrong we all have a responsibility to do the right thing. We need to show
  that it's not okay to dump but at the same time provide people with options on how to
  dispose of items i.e. we offer support mechanisms.
- There are consequences between a dumper's activity and the impact on the environment (streams, parks, neighbourhood), neighbours, health and wellbeing, safety etc. The consequences of illegal dumping are negative, doing the right thing has positive consequences we need to show these two sides. The 'Don't be a tosser' campaign addresses these two aspects.
- Extending the connection and pride that people feel about their front garden and their churches to their neighbourhood, the nearby creek, the park – extending 'the Eden'.
- Provide people with easy, alternative options so that dumping is not the first choice of action e.g. book an inorganic collection, help develop neighbourhood solutions (Agckland shared trailer) or take goods to the right place, recycling, etc.

# Quotes

These verbatim quotes taken from the Discover phase interviews illustrate the complexity of illegal dumping:

"We need 20 ways to support the work we do for 20 types of people......not just one way."

"Rubbish is not important to me, I have other problems to think about".

"Kids need to be educated to take the message home to parents."

"Why can't my lawn cuttings go in with my rubbish?"

"It is seen as a Sunday family activity, to clear out and donate to op shops."

"I don't want to leave my name when I call. I don't want anyone finding out it was me."

"The creek is free to dump in when you don't have anywhere to take it."



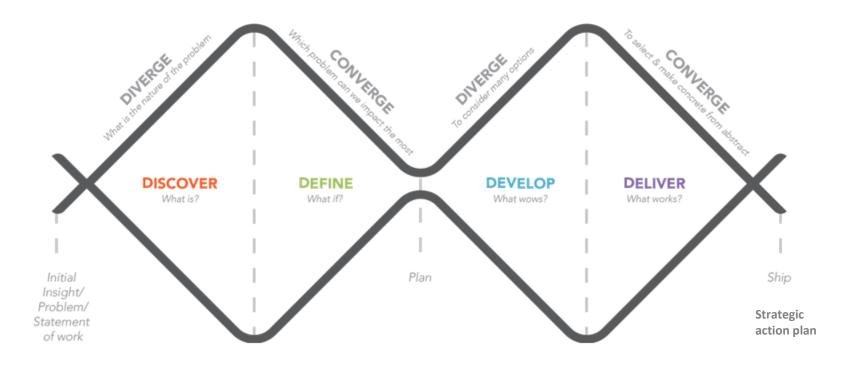
Quote: Dumping is the new graffiti

The quote was made by a council Customer Service Rep who has noticed that customer calls reporting illegal dumping have replaced those reporting graffiti.

# Project set up

- Project sponsor Ian Stupple, GM Waste Solutions. 1.
- Project leads Jenny Chilcott (Senior Waste Planning Specialist, Community), James 2. Young and Jan Eckersley (Contracts & Compliance, Nicola Halliday (Service Design Lead).
- Design implementation team Briar Wyatt (Waste Solutions graduate), Karen Clifford 3. (community practice lead), Nicola Halliday ((Service Design Lead) and Stuart Airs (Waste Advisor, Contracts & Compliance). The team met every Monday and Tuesday for 6 weeks using a co-design approach to undertake the project (they based themselves in Manukau given the focus on the South).
- Working party a working party was formed made up of representatives from Waste Solutions, Parks, Comms & Marketing, Healthy Waters, CEU and Auckland Transport. Three workshops were planned with this group – one to launch the project and define project scope, the second to share insights and identify priorities and a final one to confirm the strategy for the South as well as regional one.

# A co-design methodology



What: project alignment, framing and exploring the issue, developing insights and themes, defining the problem.

What: generating ideas, prototyping solutions, testing these and iterating. Making recommendations for a South and regional strategy.

# **Project phases – From Discover to Deliver**

Week 1 – project launch with working party

Week 2 – we spent our time framing the issue of illegal dumping, developing a project scope and timeline and understanding the phases of a design project. We practised our interview technique and formed a list of who we needed to talk in order to gain insights.

Weeks 3 & 4 – we spent organising interviews and out in the field doing these.

Week 5 – we re-grouped to share our stories and work out if we still needed to do more interviews.

Week 6 & 7 – we moved from the 'discover' to 'define' phase where we synthesised our stories into themes and insights. We also developed personas based on our stories/insights.

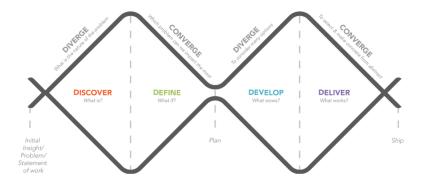
Week 8 – we held an ideation session with people from the community.

Week 9 – we held an ideation session with the working party.

Weeks 10 & 11 – we refined ideas from the two workshops into implementable solutions.



Planning our research



# Discover – Project launch with Working party, 3<sup>rd</sup> May

We launched the project by forming a working party made up of representatives from Waste Solutions, Parks, Comms & Marketing, Healthy Waters, CEU and Auckland Transport.

Activity – we shared our collective knowledge on illegal dumping by writing down What we know, What we'd like to know more about and Hunches we have on the topic. The intent was to build on what we knew and then focus on discovering what was unknown.



# What we know

#### Knowledge

• Still a lot of uncertainly around inorganics

#### **Inorganic service**

• The changes in in organic has NOT increase dumping rates

#### Reporting

- Customers who report illegal dumping want to know the outcome feedback
- The current system of reporting is just too hard for people
- The level of investigation to enforce the Litter Act is very high.
- · It is easy to report Illegal dumping

#### Well-being

 When harmony is out of balance this affects the ability to make wise, effective decisions.

#### Cultural

- It can be very sensitive issue. In some cultures it is ok to dump.
- Leaving rubbish is seen as someone else's job to clear up is seen as normal
- Problem with freedom campers

#### **Behaviour**

- · MOST people want to do the right thing
- Some dumping is driven out of ignorance not knowing how to recycle

#### **Financial impacts**

- People who don't dump also end up paying ...rates and social cost, tourism health
- · Is dumping driven by financial motivation or poverty
- Clean ups are costly are they effective.

#### Earth connection

 Cultural connection – understanding of whenua increase pride of turangawaewae

#### **Facts**

- Dumping is everywhere
- · Dumping is unsightly
- · Dumping can be dangerous and a health and safety matter
- Politically not wanted
- Dumped rubbish can end up in our waterways and our marine life suffers.

#### Citizens

- Some stakeholders pay little attention or take little action
- Some stakeholders are concerned about operations rather than behavior change
- Research shows children are advocates for change as transmitters of knowledge in waste min messages – illegal dumping addressed as educational opportunity with children



# What we'd like to know more about

#### Cultural

- The aspect of different cultures which lead people to thinking dumping is OK – is it the same in their own home country?
- About dumping what are the different views in cultures?

#### Mindsets & behaviours

- Why do people think it is ok to dump? Who are our advocates who don't want illegal dumping to happen?
- · What's the main driver to Illegal dumping?
- Consider connections between littering and illegal dumping the same premise that dropping the stuff is OK
- Is this just about the human act of convenience?
- What are the best effective behavior change strategies

#### Part of a system

 The range of factors to illegal dumping + what potential solutions (as opposed to address the end result of dumpings)

#### **Environmental**

• What is the percentage of dumping that reaches the sea?

#### Enforcement

- How can the litter act be improved to make enforcement easier?
- What is the level of fine that would make a difference to STOP illegal dumping

### **Financial implications**

 Removal of illegal dumping is expensive. We need to look at other options like Manukau Beautification Trust <a href="https://www.beautifulmanukau.org.nz/">https://www.beautifulmanukau.org.nz/</a>

#### Other

- Looking at illegal dumping of tyres
- What \$\$ are the other stakeholders paying out to fix this issues ....HNZ. Kiwi Rail etc.
- What INFO does HNZ /landlords / agents give to tenants
- Need an awareness campaign –target schools community grps- church – Marae.
- Looking at community ideas that are looking in to illegal dumping
- Who will be our target audience



# Hunches

#### Mindsets & behaviours

- People think IT'S MY RIGHT to dump.
- I'm a ratepayer so I can do this.
- Don't care. It's easy to do anyway!
- I didn't know that it was illegal.
- Is community pride a motivator (or not)?
- No matter how easy the disposal options are, the easiest options is to put rubbish on the berm. We need a serious behavior change.
- Most people know that they should not dump no matter what they claim.
- Kiwis are not clan people, look what they throw from their cars.
- People dump when they miss rubbish day.

#### Cost

- It costs too much to take to the dump OR to have a skip bin.
- Cost is the number 1 reason why people dump.
- Could the money spent on ID be used to fund something positive?

#### The South

- ID is bigger problem in the south because of the lower social areas.
- IT'S ONLY THE SOUTH.... others don't care from other regions.
- Easier to dump in the South semi rural spaces.
- We don't complain too much down South.
- Just because we are looking in the South this doesn't mean it's all in the South doing it. ...Or more!!
- People from Central are dumping in the South.
- What is the % of all cultures down South ...not just look at PI and Maori?

## **HNZ/** homeowners

- What's the % in terms of dumping from each sector?
- A lot more dumping by transient tenants.

#### Fear

- People will not DOB dumpers in ...it's scary and not safe to do so.
- The fine doesn't put some people off dumping.
- People know think that if they get caught the fine is low.

#### **Spaces**

 People who have to pay for bags take their rubbish to other areas that rubbish picks up are covered by the rates

#### **Process**

- It's intensive job to find the dumper
- Council needs to work with the private owners to clean up their
- · Only a small number of commercial dumpers
- · People don't want to wait a year for in organics

#### Community clean ups

- What's the longer term/ short term impact of community clean ups!!
- Ethnicity.

#### **New opportunities**

- Op shops have a big problem how can we help work with them and other groups
- e.g. Rotary, Lions etc. ...big community clean ups?

#### **Great schemes**

 Manukau Beautification Trust – great job around rail corridor (graffiti).

#### Other

- Close correlation between income and dumping (increase in dumping).
- Having the new red bin will increase ID.
- Cost are greater than a million a year, what is the financial cost to rest of council and other groups!!
- property

# **Discover – Interviews with stakeholders**

We planned who we needed to talk to and what we wanted to ask them. We kept track of our interviews ensuring that we had the right mix of people i.e. those who dumped and those affected by dumping whether neighbours/citizens or service providers. We interviewed:

5 dumpers
2 community houses
1 church
8 community groups
27 local residents
12 council staff
7 from waste service providers

## Other research activity:

- Posting on Facebook
- Papakura area & Tamaki
- A post on Neighbourly
- Secondary research



# **Discover – location of interviews**



Our story-tellers came from all over south Auckland.

# **Discover – Secondary Research**

A literature review was undertaken on both national and international strategies and plans dealing with illegal dumping, and academic research in this space.

#### This included:

- 22 local authorities strategies on illegal dumping from across New Zealand, Australia, the United States and the United Kingdom
- Media clipping of all instances of illegal dumping being mentioned in local (Auckland) publications from 2013 – 2017
- Literature on behaviour change, personas of illegal dumpers and dumping sites, environmental justice and more.

This research was summarised into **community centric strategies** (community reporting, incentivising correct disposal, responsibility for space, multi-media approaches, education programmes, community engagement), **enforcement** and **defining illegal dumping** (definitions, why people dump and data) and combined with our stories and insights to give a deeper background to some of the issues described.

Name of authority	Alternatives (cost, method) + education offered	Enforcement and management methods	Other notes
City of Sydney, Australia	Free.  Weekly kerbside collection for large household items and whiteware (must be booked)  Garden organics colledion every second week  eWaste drop off days  Annual "Chemical CleanOut"	Reporting can be done via an online form on the City of Sydney Council website - this is the only reporting option listed on their illegal dumping specific webpage.	Notes on the webpage regarding illegal dumping highlight that the City recycles as many materials as possible from their household collections, and advises readers that they can avoid waste by donating their unwanted items to charity, selling them, or giving them away.
Solid Waste Authority of Palm Beach County, Florida, US.	\$\$- the information, targeted at commercial operations, encourages business to contract with a permitted roll of hauler to dispose of construction and demolition waste, identified as "one of the many illegal dumping problems". In this case, businesses incur the cost of private collection.	sentence of up to five years.	The Solid Waste Authority also facilitates an 'Adopt-a-Spot for gramme where local businesses or organisations can choose to keep a particular place clean and take responsibility for reporting dumping (etc.) in the area.
City of Fayetteville, Arkansas, U.S.		Reporting is done to law enforcement, rather than to the local authority.  If the identity of the dumper is unknown, an online police report should be filled.  If the identity of the dumper is known, the police department should be called to file a report.	

# Illegally dumped rubbish piling up in shared driveways in Manurewa

CHRIS HARROWELL Last updated 15:49, May 25 2017









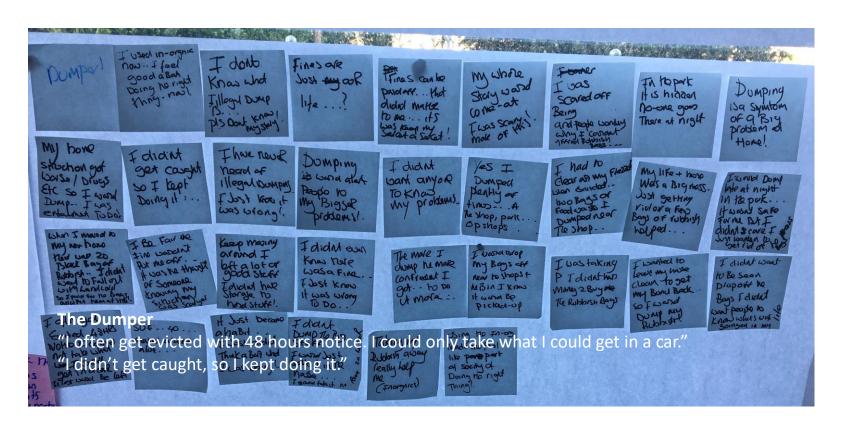


The pile contained items including black rubbish bags, household appliances, cardboard, and more

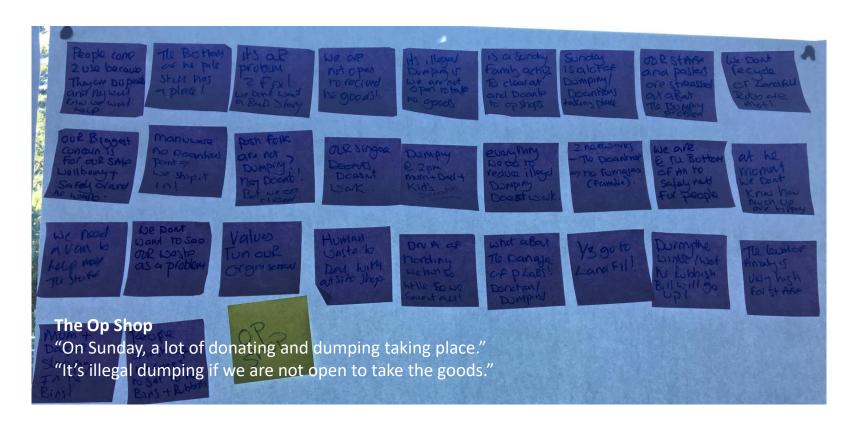


# **Define - telling stories to understand**

The design team shared their stories through Post-it notes, making the conversations visible and easy to theme.



# **Define - telling stories to understand**



# **Define – theming our stories**

We themed our stories, looking for overlaps and patterns:

**Location** – illegal dumping occurs in places that are hidden such as in creeks and ranges but also in parks and on berms where its visible.

**People are scared** – to report dumpers to council especially if they are neighbours.

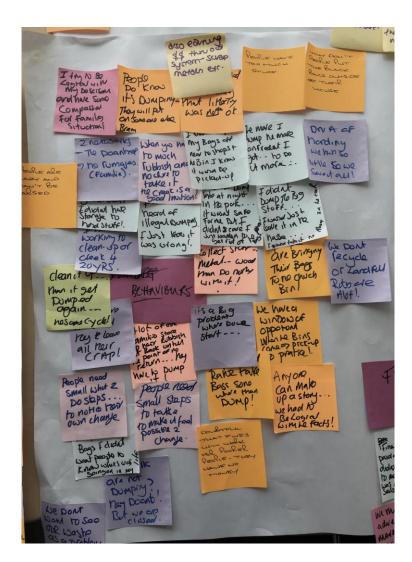
**Knowing the dumper** – makes it difficult for other people to intervene

**Council's to blame** – as we're seen as either not doing enough or being too slow to respond to illegal dumping.

**People have bigger things to worry about** – and are under pressure coping with life and do not have the capacity for additional stressors. They need simple solutions.

**Transient lifestyle** – can be a cause of illegal dumping with tenants having to move at short notice and dependent on getting their bond back.

**Human behaviour** – on illegal dumping varies with people taking their dumping to the local shopping area to drop off, hording items in their back gardens, taking rubbish to their Church or nearby creek.



# **Define – theming our stories**

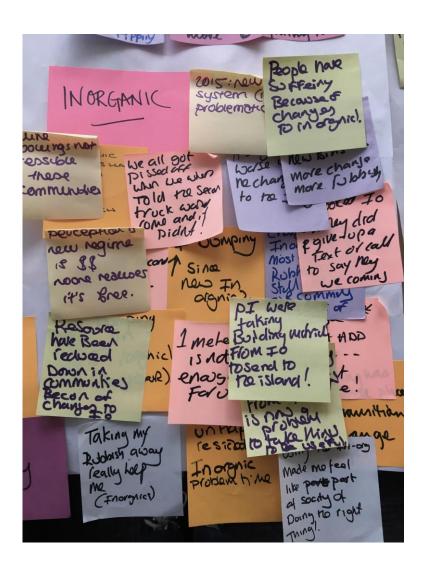
We themed our stories:

Changes to the council's inorganic collection – are perceived as being direct contributors to illegal dumping. Many people think it's a user pays service.

**Community** – is a powerful, positive influence in people's lives and forms part of the system. The sense of community is enhanced when community groups and agencies work together.

**Reporting illegal dumping** – has negative connotations as those reporting feel that they are 'dobbing in' people.

**Illegal dumping becomes a habit** – after a few times, especially if the person dumping does not get caught.



# **Define – Surprises, tensions, contradictions**



We captured surprises, tensions and contradictions from the stories and themes as a way to identify the unexpected, the new, things worth pursuing and things that hadn't occurred to us before such as:

People will dump just across the road from their home in someone else's space.

The more a person dumps, the more their confidence grows in doing it.

People have tidy front gardens but their back gardens are full with stuff that they horde.

Church grounds are cared for better than people's own homes.

# **Develop – insight statements**

We used a specific framework (a Point of View) to make the leap from observations to insights i.e. from what we heard and saw, we asked, "Why is this important?" and "What can we infer from this?". We surrounded ourselves by the stories, themes and pictures to make the leap.

### **Point of View**

User (describe them).....

Needs (what's their need?).....

In order to (what's the surprising insight)......

RESIDENTS WEND REPORT DUMPING  NEED  A WAY TO PRESERVE THEIR  ANDNYMITY TO FEEL IT'S A VALUABLE  THING TO DO  MAKE THEIR ENVIRONMENT  THE SAFE IN GARLE.	PEONE NEED  TO FEEL CONNECTED TO OTHER  NEIGHBOUR HOTELS  IN ORDER TO  WE'RE IN THIS  TOGETHER  SOCIAL  MOVEMENT
PEOPLE UNDER STRESS + IN  NEED DESPERATE STRUCTIONS  COPING WITH  HELP WHITH MANNAGING THEIR WASTE  IN ORDER  TO COPE WHITH LIFE STOP THEMSELVES  FROM DOING ACTIVITIES THAT ARE  WRONG OR NOT SOCIALLY THE NORM	PEOPLE UNDER STRESS + IN DESPERATE STUBLIONS NEED A DETERRENT THAT IS NOT A FINES (BECAUSE FINES ARE INEFFECTIVE) IN ORDER TO CHANGE THEIR BEHAVIOURS AROUND) MAMPINES.

It took time to write the points of views as we strived to accurately capture a person's need and motivation. We then used them as a way to identify opportunities for solutions.

# **Develop – insight statements**

PEOPLE NEED A WAY TO FEEL CONNECTED WITH THE LAND + WATER IN ORDER TO UNDERSTAND THE IMPACT OF THEIR ACTIONS + THEIR NOVE IN PROSERVING LYW
FOR KNIVER GONS. PEOPLE WHO HORDE STUFF IN THEIR BACK GARDENS NEED SIMPLE SYSTEMS. 5 IN ORDER TO CLEAR OUT THEIR WHOTE (50 THEY CAN FEEL PRIME IN BOTH THEIR FRONT + BACK GARDENS).

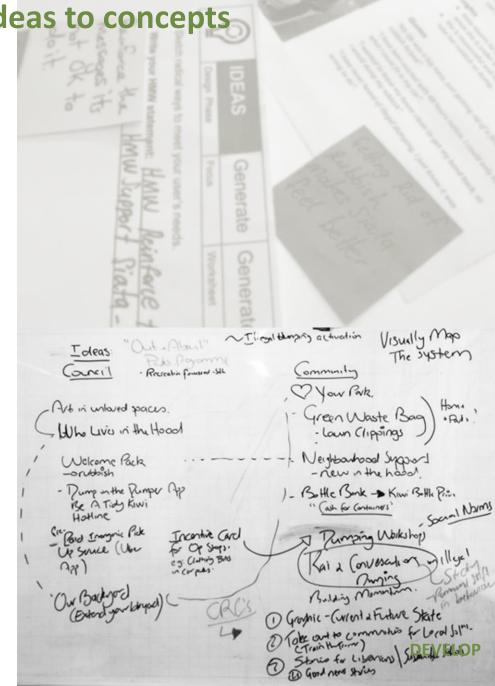
PEOPLE WHO HAVE CLEAR OUTS AT MEEKENIS NEED TO REMOVE THEIR WASTE FROM STAKING FLESH THEIR HOMES IN ORDER TO FEEL GOOD ABOUT LIVING IN A THOY HOME GET ATTEN | MAKE STACE AT SANDRA, NHO VOLUNITERS AT A LOCAL COMMUNITY CENTRE NEERS 10-KNOW HOW UP TO DATE + RELEVANT INFO ON WASTE MIN. SERVICES Accessioner IN ORDER 10 FLET FITTA TO SUPPORT + HELP HER OWN NEIGHBOURTOOP.

Develop – from personas to ideas to concepts

Step 1: We developed a set of **9 personas** based on our Discover and Define phases for our two ideation workshops – one with our community group (27 people attended on 20<sup>th</sup> June) and one with the working party (11 people attended on 27<sup>th</sup> June).

Step 2: We worked in small groups to answer 'How Might We' meet the needs of the person. We did this by generating lots of ideas.

Step 3: We developed some of the ideas into **concepts**.







### **About Siata**

Siata's life has never been easy - she has moved house lots of times, often at short notice. She has four children and the family now lives on one income as her husband was made redundant 18 months ago. She struggles to pay her bills on time and constantly juggles money to make ends meet.

Siata has been dumping her rubbish for many years. She has taken it to parks, road <u>bankings</u> (where she cannot be seen) and sometimes to the bush. She does this most when she has to move house and is life too stressful. Siata knows that it is wrong to dump her rubbish.



#### Siata needs

- Help coping with her rubbish when she is under pressure especially when she has to move house at short notice.
- Ways to make her life simpler so she feels that she can cope with life.

# Insights

- Siata resorts to activities that she knows are wrong when she is under extreme pressure.
- She is resourceful and has worked out where she can take her rubbish to dump.

## Quotes

"My life was a big mess, just getting rid of a few bags of rubbish helped".

"I have been evicted with 48 hours notice. I could only take what I could fit in my car".

"I wanted to leave my house clean to get my bond back, so I would dump my rubbish".

"I have never heard of illegal dumping, I just know it was wrong to do".

# Welcome to the Hood pack

## What does it do:

The pack is a form of neighbourhood support with local information including how to manage waste. It's designed to make people feel welcome and generate a sense of belonging.

# What problem or behaviour is it addressing:

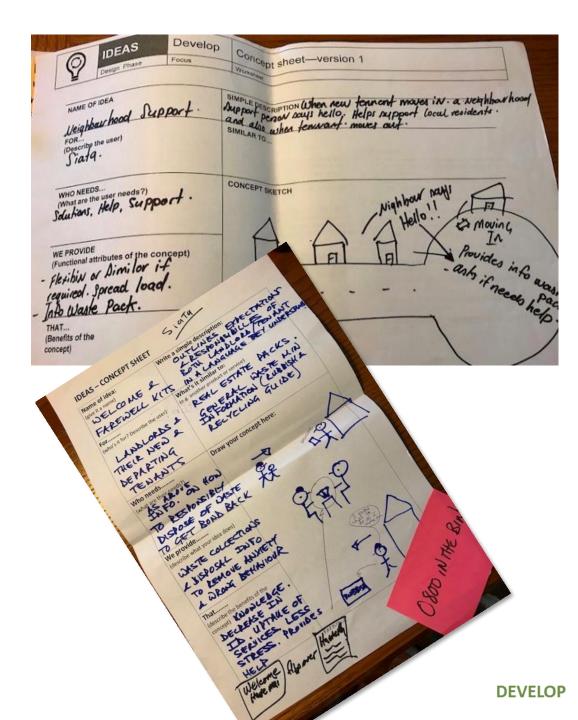
## People:

- resorting to activities that are wrong (such as illegal dumping) when facing extreme pressure
- leaving their neighbourhood because they have no support

## Who is it for:

## For people:

- who lead a transient lifestyle
- who are facing extreme pressures in life
- who find it difficult making a connection with their people/their neighbourhood



## **About Bill**

Bill owns his house and feels that council isn't doing enough about dumped rubbish. He has called council several times to report dumping and expects it to be cleared quickly (he thinks the amount being dumped has got worse since council made changes to the inorganic collection). Bill reports dumping because he cares how his neighbourhood looks.

A few months ago he was horrified to receive a letter from council about some dumped rubbish outside his neighbour's property. He called council immediately as he wanted reassurance that he would not be fined.



#### Bill needs

- To know that when he reports illegal dumping, council will clear it quickly.
- His neighbourhood to look good and free of rubbish.

# Insights

- Bill pays his rates on time and expects a good level of service from council as a result.
- He thinks the rate of illegal dumping has worsened since changes to council's inorganic collection service.
- Reporting dumping is John's way of keeping his neighbourhood looking good.

## Quotes

"When I call council, I want things sorted now".

"I needed reassurance that I wouldn't be blamed for the dumping outside my neighbour's property".

"Council isn't doing enough. They need to be quicker".

# **Dial an Inorganic Collection**

#### What does it do

It's like the Uber app but you dial an inorganic collection at any time during the year. Items are first taken to a CRC and sorted with landfill as a last resort.

# What problem or behaviour is it addressing

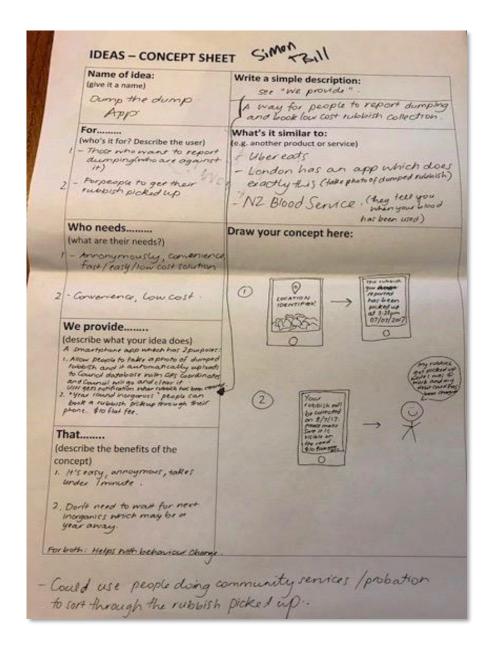
## People:

- who horde large, unwanted household items in their back garden because they do not have a trailer or cannot afford the tipping costs.
- who rent and have to move house often and do not have the means or income to take large items to a CRC or the local tip

#### Who is it for

### For people:

 with large families who need to dispose of large items



### About John

John is in his sixties and has lived in the same neighbourhood for most of his life. He lives with his wife, two adult children and their children. John takes great pride in his front garden and spends hours working in it. His lawn clippings go in black bags and are put out on rubbish collection day.

With three families living in one house, old furniture, toys and clothing pile up. John keeps it all in his back garden and when it gets too much, he takes it down to a nearby creek and dumps it there. He knows he shouldn't being doing this.



#### John needs

- Help with managing his household's waste especially the larger items.
- A way to manage his lawn cuttings without mixing it with his household rubbish.

# Insights

- John doesn't feel the same pride for his back garden as he does for his front garden.
- John is responsible for getting rid of the excess rubbish in his family and when it gets too much he finds an easy way to get rid of it.
- He hasn't made the connection between dumping near the creek and the impact on the environment.

## Quotes

"Rubbish is not important to me, I have other problems to think about".

"I don't think the creek is important to the community".

"Why can't my lawn cuttings go in with my rubbish?"

# **Garden Waste to Compost**

#### What does it do

It's an education pack/course on how to compost/manage garden waste. It helps people manage the green waste that comes from making the front on the house look good.

# What problem or behaviour is it addressing

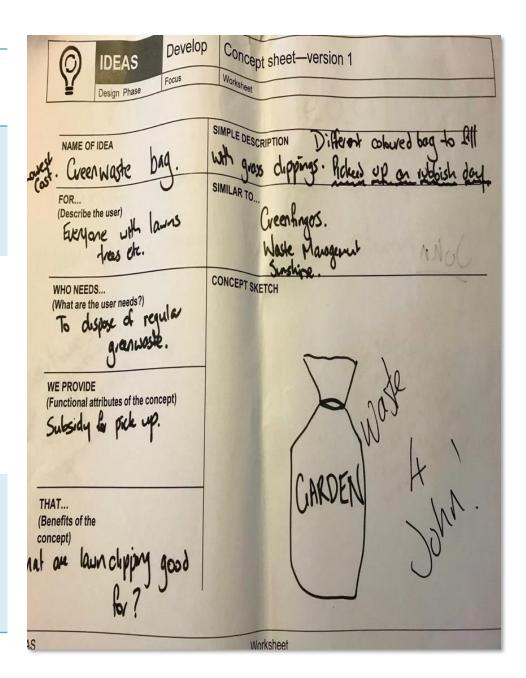
## People:

 who don't know how to manage their garden green waste who either dump them or put them out with their household waste

## Who is it for

### For people:

 who love gardening but have large gardens/ lawns that generate large quantities of green waste



## **About Tui**

Tui is a Park Ranger and is disgusted with rubbish that is regularly dumped in the ranges — a hotspot (she has almost given up reporting dumping to the council). She cannot understand why people bring black rubbish bags to dump instead of putting them out on collection day. Tui feels that it's locals doing the dumping because of their personal circumstances and that they don't know where to take rubbish such as the local council transfer station.

Tui feels that the changes to the inorganic collection have had an impact. Tui feels that education and local pride are the answers. She'd like to see children educated on the impact of dumping on the environment so they can tell their parents. She doesn't think that fining people works if people are on a low income.



## Tui needs

- Local people to have pride and a sense of caring for their environment.
- School children to be educated on the impact of dumping and to take the message home to their parents.

# Insights

- Tui feels despondent by the amount of rubbish dumped and that it is done by local people.
- She understands that personal situations drive people to dump.
- Tui feels powerless to change the situation herself.

### Quotes

"People are lazy and can't be arsed."

"Disgusted by rubbish dumped by local people due to socio economic reasons."

"Why can't people put their black bags outside of their house."

"Kids need to be educated to take the message home to parents."

# **Our Backyard**

#### What does it do

It creates interest in the areas beyond your immediate backyard by educating people about the environment – it extends what people usually consider to be their backyard by making a connection.

# What problem or behaviour is it addressing

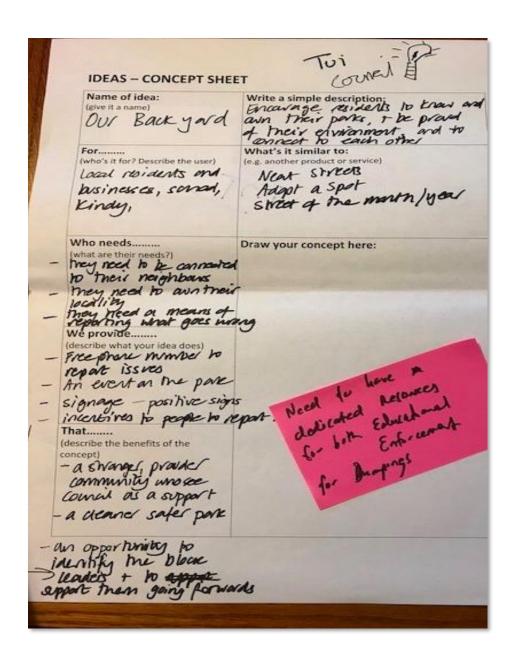
# People:

 who have a disconnection between illegal dumping and the effect on the environment beyond their backyard

## Who is it for

For people:

- who dump in the wider environment such as nearby ranges
- who care about the environment and want communities to understand the impact of dumping



#### **About Bev**

Bev works at her local op shop and struggles to cope with the household items dumped outside when the shop is closed at weekends. It's made worse by people who then rummage through everything spreading the mess. She says that about one third of all donated/left items go to landfill.

Bev says the dumping after weekends and holidays causes her staff anxiety as they have to manage it. She thinks it's worse closer to Christmas when people have big clear outs and buy new clothes.



#### Bev needs

- A way for people to respect the opening hours of the op shop and the work they do.
- A way to cope with the increasing amount of items outside the shop.

## Insights

- The op shop is seen as a legitimate place to leave unwanted household items even when it is closed.
- People believe they are not dumping because it is an op shop and op shops should take all donations.

## Quotes

"It is illegal dumping if we are not open to take the goods."

"It is seen as a Sunday family activity, to clear out and donate to op shops."

"We are at the bottom of all the safety nets for people".

"It's the DNA of hording – people have so little that they save it all."

# **Op Shop Coffee card**

### What does it do

A loyalty 'coffee' card that rewards people who donate their unwanted items to the op shop during opening hours and items that are in a good condition.

# What problem or behaviour is it addressing

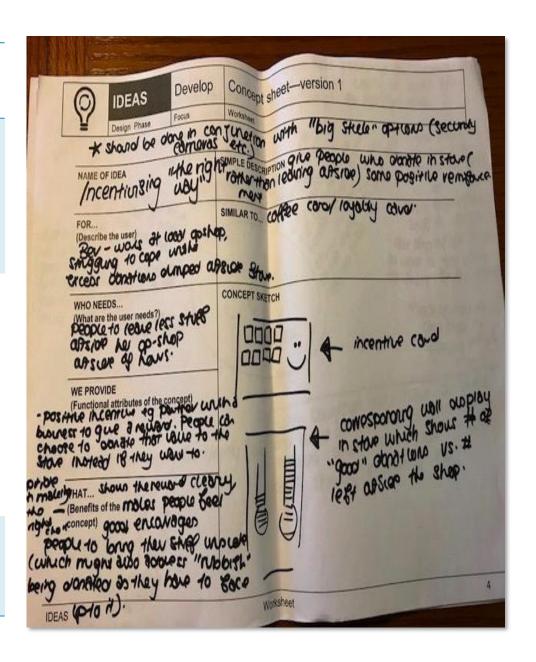
## People:

- who have clear outs at weekends and leave bags and bags of clothes/household items outside op shops when closed
- who don't sort through their unwanted items before donating to an op shop

## Who is it for

# For people:

who regularly donate to op shops



#### **About Simon**

Simon works for council in the Waste team and until recently used to deal with dumped waste. He understands the challenges facing families who dump and has compassion for them. He believes people dump because: they don't have the space in their lives to manage their rubbish effectively, financial pressures and not knowing where to take it.

Simon thinks the solution may be a type of 'agency' for families in need who can tie all the causal issues together and see dumping as a wider problem.



#### Simon needs

- A systems approach to solving dumping.
- People to have simple, low cost solutions to help them manage their rubbish.

#### Insights

 Simon believes that the factors that lead people to dump are numerous so there has to be a joined up solution involving more than council.

#### Quotes

"It's funny how people will dump in others' space. The berm just across from their house."

"The cost and lack of knowledge of where to take things is the biggest problem – people need a hand."

"People need simple, low cost solutions. Do not make lives harder for families."

"We need 20 ways to support the work we do for 20 types of people......not just one way."

"Let people care beyond the church grounds. We need to extend the range of Eden to people's back yards."

#### **Container Deposit Scheme**

#### What does it do

It's a Container Deposit Scheme (CDS) where people are financially incentivised to return plastic and glass bottles.

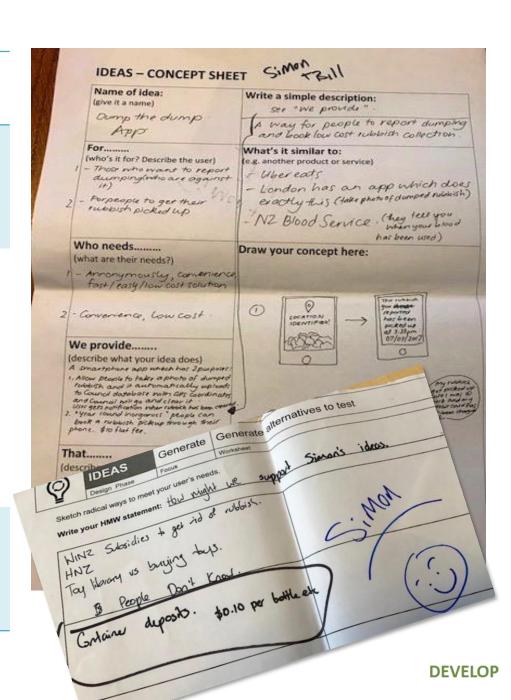
### What problem or behaviour is it addressing People:

- who buy the 2.23 billion drinks' containers each year
- who dump (or put out with household waste) glass, cans and plastic bottles rather than recycling them
- who leave glass, cans and plastic bottles near creeks, rivers and the sea

#### Who is it for

#### For people:

 who are unmotivated to recycle or dispose of their drinks' containers responsibly



#### **About George**

George looks after parks in the <u>Howick</u> area – he says it's a hotspot for people dumping their green waste in local parks. He believes it's because residents have large gardens and also feel their rates are high, therefore, they feel justified taking their garden waste to a park to dump. People also can't understand why they should pay for getting rid of garden rubbish.

George feels frustrated that the money he spends on removing dumping could be spent on improving the park for everyone.



#### George needs

- People to understand that the money spent on clearing dumping from parks means less money to spend on the parks.
- People to take responsibility for disposing of their garden waste in an acceptable way.

#### Insights

 George feels that local people don't understand the impact of their actions, that is, dumping in their local means less money to improve the facilities of that park.

#### Quotes

"People have large gardens. Why should they pay for getting rid of green waste."

"The more we spend on dumping, the less money we have to spend on lighting in parks."

"Parks are isolated. No one looks so it's harder to get caught."

"Parks have half commercial and half residential rubbish dumped in them."

# Love your Park (similar to the Out & About programme)

#### What does it do:

It creates excitement about your local park by bringing it alive through different types of activity. It increases the number of local people visiting their park.

# What problem or behaviour is it addressing:

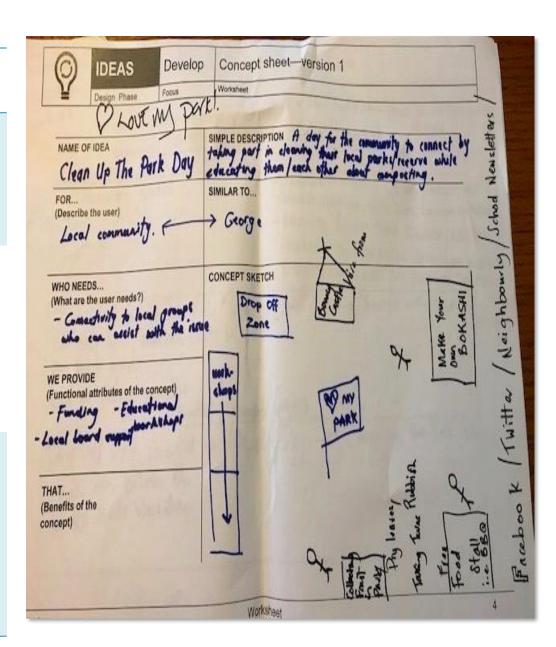
#### People:

- using their local park to dump waste including green waste
- who have a disconnection between illegal dumping and the effect on your local park

#### Who is it for:

For people:

- who live locally individuals and families (the community)
- who haven't made the connection that money spent on removing dumping means less money spent on improving the park's facilities



#### **About Mel**

Mel and her family recently took part in a community led street clean up. She loved the day, the sense of her neighbours helping each other clean out their homes and gardens. People from the community group helped her sort through all things she wanted to throw out, some were taken to be fixed and then gifted on to other families.

After the day, a bunch of the neighbours got together and had a big bbg late into the night – Mel and her family helped to collect all the bottles and cans afterwards as she doesn't like seeing a mess on her street. The next day some of the men took the rubbish down to the local creek and dumped it there. Mel says this is a normal thing to do as no one uses the creek anymore as it's unsafe and the fish have gone.



#### Mel needs

- A regular place to take her rubbish (especially big items) that is affordable.
- To feel on top of managing her rubbish.

#### Insights

- Mel justifies that it's okay to dump in the creek because she is keeping her street clean.
- She hasn't made the connection between her dumping and the effect on the creek i.e. it's no longer safe and the fish have disappeared.

#### Quotes

"I cannot afford to take my rubbish away ... this day really helps me thank you, I have so much stuff to get rid of."

"It all started when my uncle moved out of the garage - he used to sleep in there. He left his mattress at the side of the fence then all our extra rubbish just kept building up."

"The creek is free to dump in when you don't have anywhere to take it."

"The dump is just too expensive for me \$55 per trailer load."

#### **Our Backyard**

#### What does it do

It creates interest in the areas beyond your immediate backyard by educating people about the environment – it extends what people usually consider to be their backyard by making a connection.

# What problem or behaviour is it addressing

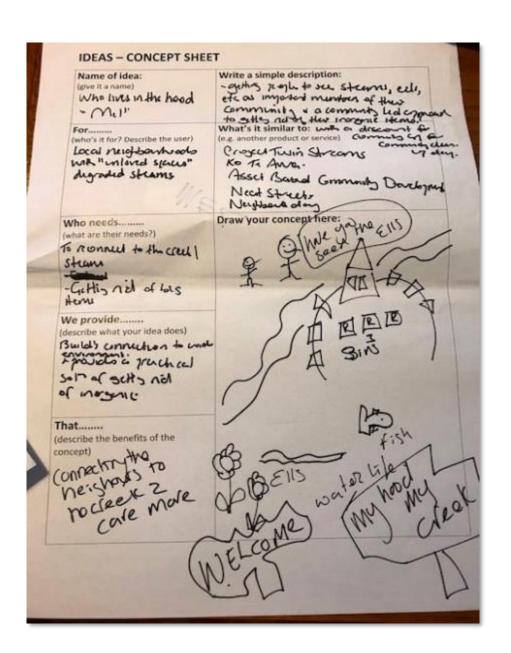
#### People:

 who have a disconnection between illegal dumping and the effect on the environment beyond their backyard

#### Who is it for

For people:

- who dump in the wider environment such as nearby ranges
- who care about the environment and want communities to understand the impact of dumping



#### **About Arthur**

Arthur is an elderly man and is upset that his neighbour has dumped his rubbish outside Arthur's house on the berm. He watched his neighbour do it from his lounge window. Arthur wants the rubbish gone – he is proud of his garden and can see it through his fence.

He's thought about ringing council and complaining but is worried that his neighbour will find out. Arthur's daughter is visiting next week and he may ask her to call on his behalf or perhaps she can email council? He doesn't want to cause any trouble as he generally gets on with his neighbour.



#### **Arthur needs**

- A safe and anonymous way to notify council that his neighbour has dumped rubbish outside his property.
- Council to be accessible for elderly people.

#### Insights

- Arthur relies on his daughter to help him deal with council.
- Knows that council will do something about the dumped rubbish but doesn't know what this process looks like and is therefore afraid to engage with them.

#### Quotes

"I feel scared to tell anyone other than my daughter about who did the dumping."

"I don't want to leave my name when I call. I don't want anyone finding out it was me."

#### **Dump the Dumper app**

#### What does it do

It's a way of notifying council that there is illegal dumping in a specific spot. The app user takes a picture of the dumping and texts to council – GPS location is an inbuilt feature so no additional info is needed.

# What problem or behaviour is it addressing

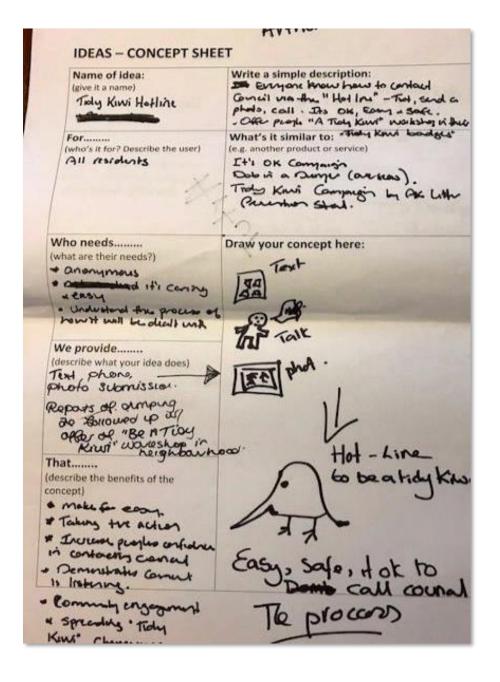
#### People:

- who want to report dumping in a safe, anonymous way who currently feel too afraid to do so
- · who want things fixed quickly

#### Who is it for

#### For people:

 who care about how their neighbourhood look and want the mess gone



### **Additional concepts**

### **9** Map Your Waste

### **10** Catalyse Local Solutions

#### What does it do

It's a small pocket guide (also digital) of where your local CRC and tip, op shops and other waste min places are in your neighbourhood.

### What problem or behaviour is it addressing

People:

 unsure of where to take unwanted household items (who may be be under pressure to dispose of waste)

#### What does it do

It's a neigbourhood discussion pack with Points of View scenarios, questions for discussion and information on what is available to support people to get rid of unwanted material

# What problem or behaviour is it addressing

People:

- Local people helping local people to do this right thing
- Building empathy for people in difficult situations and creating caring communities

#### Who is it for

For people:

- who generate waste that cannot go in either their waste or recycling collections
- who may be new to the suburb

#### Who is it for

For people:

 Who are wanting to be active in making changes in their neigbourhoods e.g. neighbourhood support

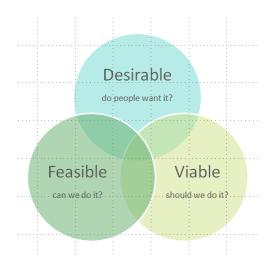
### **Deliver – local and regional initiatives**

There are many contributory factors to illegal dumping and our intervention initiatives aim to reduce the incidence of dumping, focusing on the causes rather than the symptom of dumped waste.

We have identified 11 initiatives across the system (from enforcement to prevention) to reduce illegal dumping and increase community responsibility *focusing primarily on household dumping and green waste.* Some initiatives are specific to the South whilst others address dumping at both a regional and local level. Our implementation plan will follow three distinct phases:

- Phase 1 Development (Aug 17 Feb 18)
- 2. Phase 2 Implementation (Mar 18 Feb 19)
- 3. Phase 3 Embed & review (Mar 19 Feb 20)





# Taking an Integrated Approach putting people at the centre

- Need to work across the whole system and deal with the causes
- Test a range of actions, fail fast and scale what is successful
- Different approaches for different situations –
   need to be context specific



### Illegal Dumping Action Plan

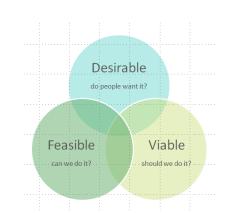
Year 1: August 2017 – June 2018 Pilot & Test

Year 2: Scale across the region

Year 3: Embed and review

Integrated
Branding &
Communication

South Illegal Dumping Campaign



Enforcement Response

Trial a new approach in 2-3 hotspot areas

Trial pick up illegal dumping by MBCT in Manurewa.

Targeted
Community
Approach

Youth-led campaign on illegal dumping

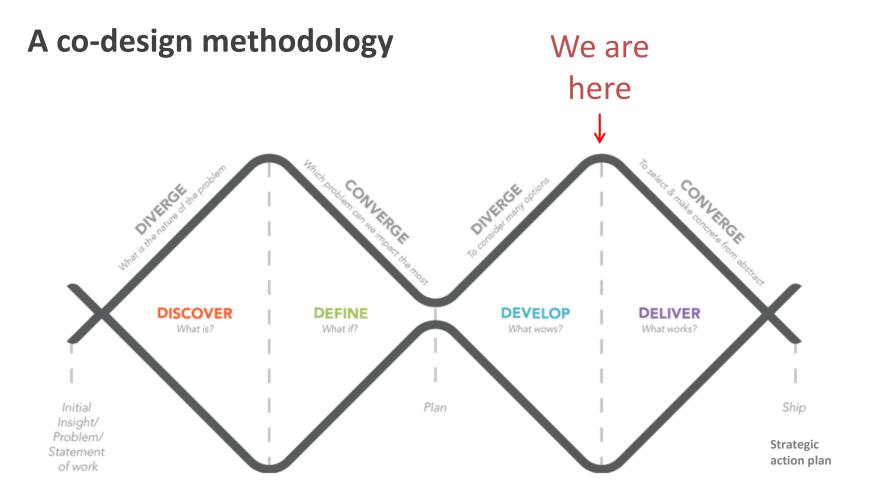
'Love My Hood Packs' & tool kit to generate local solutions in hot spot areas

Community Green Waste Trial in hot spot areas

Influencing
Internal & External
Stakeholders

Cross Council
Illegal Dumping
Group
Growing Greener
CEU

HNZC ALPSG Central Govt
Container Dep
Scheme



What: project alignment, framing and exploring the issue, developing insights and themes, defining the problem.

What: generating ideas, prototyping solutions, testing these and iterating. Making recommendations for a South and regional strategy.