

Product Stewardship for End of Life Tyres (ELT)

WasteMINZ Mid-Year Roundup

Industry, Innovations & Advances:

Session Chaired by Paul Evans:

4th May 2012 11:00 – 11:30am

- Graeme Norton 3R Group, Tyrewise Project Manager
- Dougal Morrison MTA, Advocacy and Training General Manager & Product Stewardship Foundation Trustee



What has led us to this point?

- Management & disposal of ELT problematic
 - 3.5 million passenger tyres &
 - 400,000 commercial tyres
- Some success – need systematic nationwide approach
 - Tyre piles
 - Poor disposal practice
 - Access & transport issues
- Industry motivated to develop an accredited product stewardship programme

ELT – Industry Led

Membership Organisation

- ❑ Established in 1917
- ❑ MTA is a membership-based organisation representing more than 4,000 automotive industry professionals
 - ❑ General repair workshops to vehicle sales
 - ❑ Service stations and repairers
- ❑ Members have difficulty getting rid of tyres
- ❑ Customers want assurance that tyres are disposed of responsibly
- ❑ Desire to see tyres as resource not waste

Support Best Practice

- ❑ Environmental standards & requirement to recycle
- ❑ High cost of disposal of tyres to landfill
- ❑ Gained strong support from major tyre company members
- ❑ MTA fully supports the development of product stewardship for ELT

What is needed?

Industry led, Government supported approach



- Industry stakeholder coalition formed led by Product Stewardship Foundation (PSF)
- Recommendation to Minister for Environment outlining process to develop PS for ELT
- Systematic approach



BRIDGESTONE



Local Government
New Zealand
for positive transformation



- 30 June 2011: Response from Minister with invitation to apply to WMF
- Result: Application approved 14 March 2012
- Looking for robust, evidence based, industry led solution that Government can support
 - Local Government New Zealand
 - Central Government (MfE)

Funding support provided via the Waste Minimisation Fund for the development of a product stewardship programme for End of Life tyres. The grant covers 79% of the project cost and is payable on delivery of seven milestones.



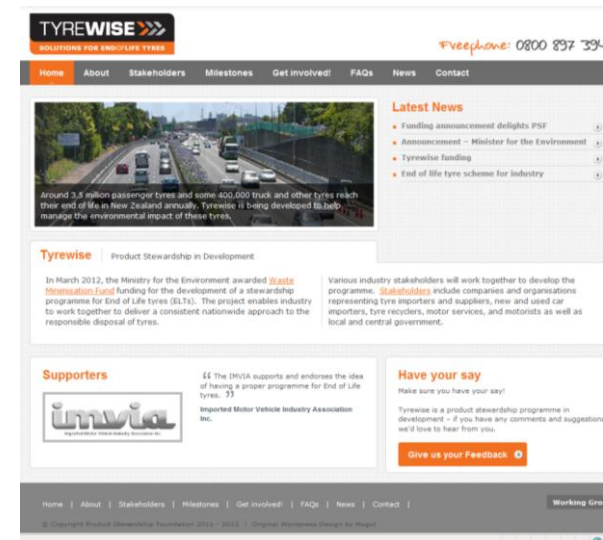
Waste Minimisation Fund



Project Plan completed and Milestones signed off

- **Milestone 1 -Launch Project:** Completed 05/04/2012 ✓
- **Milestone 2 - Critique of Existing Systems and Stakeholder Consultation:** Complete by: 30/05/12
- **Milestone 3 - Investigate Alternative Uses:** Complete by: 31/07/12
- **Milestone 4 - Identify Options:** Complete by: 30/08/12
- **Milestone 5 - Identify Industry Preferred Option:** Complete by: 30/09/12
- **Milestone 6 - Consult with Industry:** Complete by: 30/11/12
- **Milestone 7 - Scheme Launch Preparation** Complete by: 04/03/2013

- Form a Working Group of key industry and local government stakeholders
- Letters of Mandate signed
- Launch information website
- Stakeholder Consultation Plan
- Project Funding Updated



- ❏ Critique of existing systems/infrastructure
- ❏ **Internationally;** Tyre Working Group of World Business Council for Sustainable Development (WBCSD) – makers of 80+% of world tyres in this group; authors of “framework” for ELT Management
- ❏ **NZ;** identify the gaps
- ❏ Value in ELT



Get involved

- Broad industry engagement invited
 - Tyre importers / Distributors
 - Tyre Collectors
 - Processors
 - End Users
- Face to face & interviews
- Via Website www.tyrewise.co.nz
- WasteMINZ Conference in Hamilton
- Various industry conferences

It's important to have your say!

- Dana Peterson, Senior Analyst,
Waste and Resources, Ministry for
the Environment
- Dougal Morrison, Advocacy and
Training General Manager, MTA
- Graeme Norton, 3R Group Ltd,
Project Managers

