



THE
COMPOST
COLLECTIVE



REPORT
2017-2018



EcoMatters



WHO'S BEHIND THE COMPOST COLLECTIVE



Kaipatiki Project Environment Centre works to unleash the creativity of the community to identify and solve local environmental challenges. Mo te ao, mo te whanau, mo tatou katoa - for the world, for our families, for all of us. Based on Auckland's North Shore and active now for 20 years, we offer a range of programmes to empower communities to achieve their goals in the areas of zero waste, stream care, restoration of native biodiversity and sustainable living.

EcoMatters works to connect people and place and to nurture kaitiakitanga (guardianship). We support the community with knowledge and tools to care for nature, reduce waste, ride and fix bikes, and live more sustainably. We run workshops, host events, and provide opportunities for hands-on environmental action in Auckland.



EcoMatters

COMPOST COLLECTIVE GOALS



We are here to help Auckland become zero waste by 2040, by informing and engaging as many people as possible about the benefits of low-carbon composting, and supporting people to reduce their waste to landfill.

We want to entertain, engage, empower and encourage the community to learn about smart gardening, waste prevention and waste minimisation.

Supported by:



STRUCTURED WORKSHOPS



1383 WORKSHOP PARTICIPANTS

85 STRUCTURED WORKSHOPS DELIVERED

50% INCREASE FROM '16-'17

"So worthwhile! Facilitators were so passionate and great speakers. So excited to put it to use."

Courtney Jane Villanueva, 30 July 2018

"Our facilitator was fantastic. Thank you so much, your information was invaluable and I look forward to implementing two new systems into our household. We're collecting our Bokashi system today, and will order a worm farm when our code comes through :) The kids are super excited, and already know quite a lot about composting due to the The Compost Collective helping their kindys.

Thank you."

Rachel Abernethy, 5 August 2018

OUR COMPOST FACILITATORS

Our friendly crew of composting experts from across the Auckland region, including Great Barrier & Waiheke Islands, teach free practical composting workshops & deliver our structured workshops.



16 REGIONAL COMPOST FACILITATORS

COMMUNITIES WE WORK WITH:

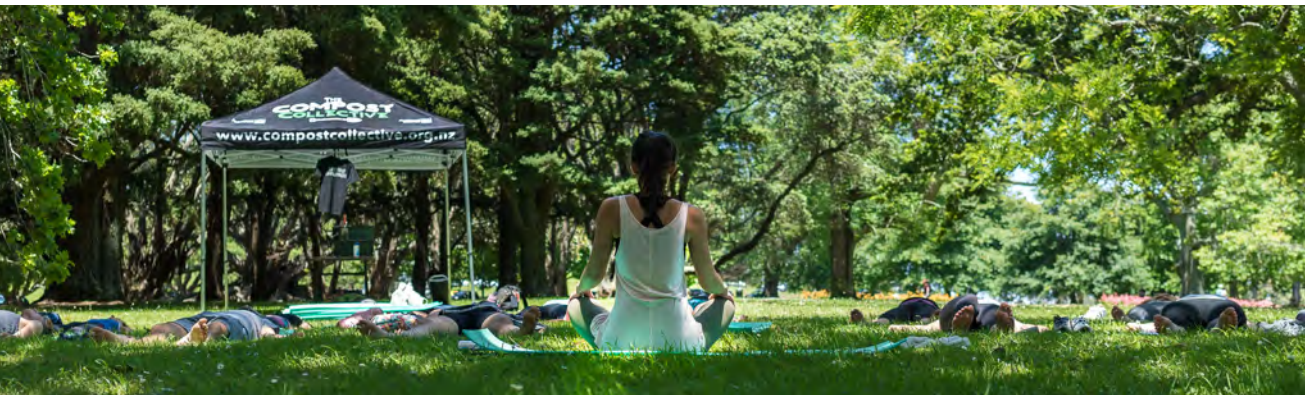
Tangata Whenua

Pacific Islands

Chinese

Korean

South Asian



FACILITATORS' SUPPORT



3498

WORKSHOP
PARTICIPANTS

276

TUTOR-LED
WORKSHOPS



The platform team offers practical support to the facilitators and residents around workshop delivery, involvement with community gardens, and supply of composting systems. Their networks and community involvement enables connections and partnerships to be grown across the waste spectrum, and in collaboration with other sustainability programmes.

COMPOST SYSTEMS PURCHASED

1175 SUBSIDISED
SYSTEMS PURCHASED

241 WORM FARMS PURCHASED

96 BOKASHI SINGLE PURCHASED

389 BOKASHI DOUBLE PURCHASED

449 COMPOST BINS PURCHASED

27% INCREASE FROM '16-'17



369.50 tonnes*

FOOD SCRAPS DIVERTED
FROM LANDFILL

*Direct household engagement only. Does not account for associated cascades of influence or from engagement with larger organisations the programme has worked with. See appendix for calculation table.

SOCIAL MEDIA PLATFORMS



4,061 LIKES

Increase of 1648 from '16-'17



330 FOLLOWERS

Increase of 41 from '16-'17



1,017 FOLLOWERS

Increase of 633 from '16-'17

SHAREWASTE

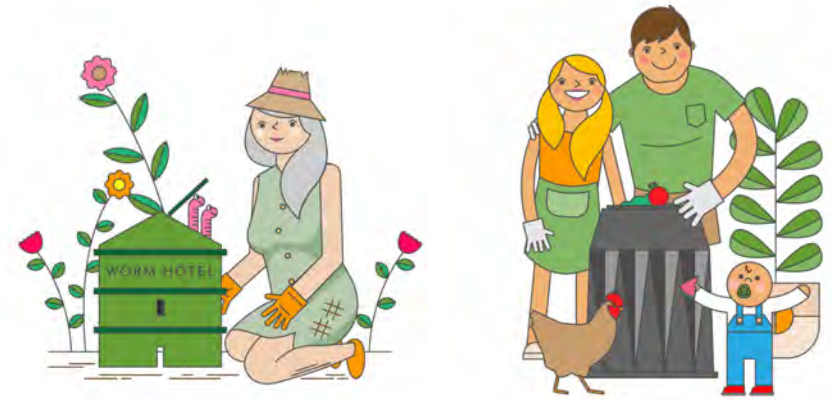
WHAT IS SHAREWASTE?

Sharewaste is an online platform that connects people who wish to recycle their kitchen scraps with neighbours who are already composting, worm-farming or keeping chickens. We worked with ShareWaste to deliver a New Zealand-based version of the app in December 2017.

722 SIGN UPS AUCKLAND

254 SIGN UPS REST OF NEW ZEALAND

There is increasing demand from our urban communities to keep organic waste distribution local.



Compost Collective

Published by Deborah Teh [?] · 7 March · 🌐

Thanks to [ShareWaste](#), Karyn's family's food scraps are nourishing the banana plants in Richard's garden down the road from their apartment.



OURAUCKLAND.AUCKLANDCOUNCIL.GOV.T.NZ

New service connects keen composters with scrap savers

[Learn More](#)

9,043
People reached

188
Engagements

427
Clicks

[Boost Again](#)

TOTAL ENGAGEMENT STATS

20,511 TOTAL PROGRAMME
ENGAGEMENT

1228 STRUCTURED
WORKSHOP PARTICIPANTS

3441 SELF-GENERATED
WORKSHOP PARTICIPANTS

4669 TOTAL PARTICIPANTS
'17-'18

In previous years, facilitators reported on engagement through a mix of two different channels. This year we consolidated reporting techniques through our digital platform, as a demonstration of greater commitment to consistency, evidence and transparency of practice.



PROGRAMME DEVELOPMENT

Translated composting fact sheets into Auckland's top 10 languages by population to support wider engagement.

WE NOW HAVE FACT SHEETS IN:

- Arabic
- Chinese
- Cook Islands Māori
- Hindi
- Korean
- Te reo Māori
- Niuean
- Samoan
- Tongan
- Vietnamese

The image displays three overlapping fact sheets from 'THE COMPOST COLLECTIVE'. Each sheet features a central illustration of a compost bin and a circular diagram of items that can be composted. The top sheet is in Te Reo Māori, the middle in Hindi, and the bottom in Chinese. Each sheet includes a list of 'can be composted' items and 'cannot be composted' items, along with logos for EcoMatters, Kaipatiki, and Auckland Council.

THE COMPOST COLLECTIVE

TE REO MĀORI: 30% (30%), 70% (70%)

HINDI: 30%, 70%

CHINESE: 30%, 70%

Logos: EcoMatters, Kaipatiki, Auckland Council

APPENDIX

CALCULATION TABLE (Food waste diverted from landfill in KG)

Description	Value	Reference
Workshops delivered	350	This includes Structured, self generated, and events
Total workshop attendees	4669	As recorded via the digital platform
no. of composting systems sold	1175	CC reports
Proportion of success for intervention	0.5	The success of the programme does not rely simply on new composters but more about enabling all participants to divert as much as they can from landfill. The assumption applied that 1/2 the attendance figure represents first time participants with the remaining half being participating in multiple engagement activities. Therefore 0.5 workshop attendees represents no. households.
Number of households composting	2334.5	Total attendees x Proportion of success
kg food waste per household per week	3.8	Solid Waste Audit Report (SWAP)
kg food waste per household per year	197.6	This is based on 52 weeks of the year
Proportion of food waste diverted from land fill	0.80	Based on system sales breakdown extrapolated out over total number of households Bokashi 41%, Compost Bin 38%, worm farm 21% with diversion rates averaged out for Bokashi 90%, Compost Bin 75%, Worm Farm 70%
kg food waste diverted	369499.06	kg per household x number of households composting
Tonnes food waste diverted	369.50	kg per household x number of households composting

Funded by Auckland Council Waste Solutions Unit, delivered by EcoMatters Environment Trust and Kaipatiki Project Environment Centre.