1.174 million tonnes of waste went to landfill in 2010. This represents approximately 0.8 tonnes of waste for every person in Auckland.

From 2015 there will be incentives, education, rules and pricing for households to help reduce waste volumes generated.

**Transforming to Zero Waste**

### Increasing waste minimisation

- Work with industry to reduce the private sector’s waste to landfill.
- Develop the Resource Recovery Network, which is a network of resource recovery facilities to sort, disassemble and recover materials.
- Roll out comprehensive waste minimisation and community development programmes which support changes to waste and recycling systems.
- Find better ways to recover and re-use resources.
- Introduce a city-wide organics collection in urban areas.
- Issue no new landfill consents.
- Reward good waste minimisation practices.

### Growing product design and responsibility

- Advocate for product stewardship schemes - meaning the ‘user pays’ principle applies and resource recovery/disposal costs are incorporated in the product's price.
- Intensify ways to design, produce and process products, packaging and services to eliminate waste.
- Introduce protocols and accords to avoid packaging waste and promote ways to reward designs which enable resource recovery.
- Incentivise new business start-ups that employ mega-efficiency design and cradle-to-cradle approaches.

**AUCKLAND 2040**

- We avoid wasting materials in the first place.
- We derive maximum value from all organic waste.
- The cost of doing so is built into each product.

Support 'Zero Waste' programmes at 40 marae.

**We avoid**

97% of all GHG emissions associated with waste.