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**Community Recycling Awareness and Participation
at Massey University's Turitea Campus**

A thesis presented in partial fulfilment of the requirements for the degree of
Master of Environmental Management

at

Massey University

New Zealand



MASSEY UNIVERSITY

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2011

ABSTRACT

In 1999 Massey University's Turitea campus established a zero waste programme in response to concerns about the practical environmental management of the campus. A key part of this programme was the implementation of a recycling system to ensure valuable resources are not wasted. In order to monitor the effectiveness of this system and identify potential areas of improvement, a recycling and waste audit was conducted across the campus. Of the four trials undertaken three focused on the wider campus community, while the fourth focused on the student hostels. Trial I was conducted as a pilot study during summer school of 2009/10, Trial II during semester two of 2010, Trial III during summer school of 2010/11 and Trial IV during semester one of 2011.

The audit quantified recycling and waste disposal choices made by the campus community. It was found that key issues that impact upon recycling practices include poor signage and inadequate recycling drop-off facilities. Recommendations from the study included an upgrade of recycling infrastructure, a review of the recycling programme, a branding 'make-over' and an information-awareness campaign to raise the campus community's understanding of the role they can play in a zero waste programme. It is also recommended that Massey's Wellington and Auckland campuses be included in an institution-wide strategy for zero waste management.

The findings of this research were submitted to Massey University's Sustainability Steering Group in order that the ideas and information relating to recycling and waste management could be considered along with other institutional sustainability issues.

Keywords: zero waste, waste management, recycling management, recycling behaviour, campus sustainability, sustainable university practices.

ACKNOWLEDGEMENT

Firstly I would like to thank my supervisor, Mr. Jonathan Hannon, for expertly supervising this thesis. He has assisted me from the first sketches of the project, right through to designing the final project. I am very grateful for his patience, guidance, continuous support and constructive comments. I would like also to express my sincere gratitude to Ass. Prof. John Holland for assisting me since I first started studying at Massey University, right through to the accomplishment of my masters degree. I am very thankful to him for the support, encouragement, and guidance during my studies in Palmerston North. This thesis would not have been possible without the generous assistance of many individuals who shared their knowledge and time with me.

I appreciate and thank for all of their support my friends and fellow postgraduate students in the Environmental Management programme, Pitter Lee, Konchai Pimakong, Poula, Fleur Hirst, Naomi McBride, Jerry Teng, Camilla Reyes, Emi, Susi, and Chou who helped me in many ways. It was really a great pleasure being your friend.

A special thank you and deepest indebtedness to my parents, especially to my beloved mom 'Aurelia Da Costa' who died in December 2010, for all the encouragement, support and prayer she had given to me during my study in New Zealand. She was such a wonderful mom and always be a great mom for my entire life. I am also grateful to my beloved dad and younger bother, who came all the way from East Timor to stay with me in New Zealand for a few weeks and to attend the graduation ceremony for my postgraduate diploma. I am also grateful to my big brother and sister Lino and Mimi, and the whole family in East Timor for the support and prayers during my time studying in New Zealand.

I also express my sincere gratitude to my fellow Timorese who are studying in Palmerston North, New Zealand, Cornelia Ase and his family, Sandra Gusmao Martins, Celestina Fonseca and her family, Deonisio Do Santos, and Cipriana Soares for the support and encouragement, and being really good friends during my studies. A special thank to my best friend Joao Paulo Rangel (JP) for being supportive and such a great friend during my first and second year in New Zealand.

I am indebted to the following individuals for their assistance in conducting this research:

Ken McEwen (RFM)

Andre (RFM)

Yvonne (GBT)

Sandra (GBT)

Ricky (GBT)

Kerry Lee (RFM)

Helen Mays (Enviropreneur)

Finally, I would like to express my sincere indebtedness to NZAID for giving me this golden opportunity in the form of a 'grant award' to study at Massey University, Palmerston North, New Zealand. I am also indebted to the international student support office (ISSO), Sylvia Hooker, Olive Pimentel, Sue Flynn, Natalia Benquet, and Dianne Reilly for their support, encouragement and guidance during my study at Massey University.

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ABBREVIATION

ASDC	Awapuni Sustainable Development Centre
DEFRA	Department For Environment, Food and Rural Affairs of England
GBT	Green Bike Trust
ISWM	Integrated Solid Waste Management
MfE	Ministry for the Environment, NZ
MSW	Municipal Solid Waste
MUSA	Massey University Student Association
NZWS	New Zealand Waste Strategy
OECD	Organisation for Economic Co-operation and Development
PNCC	Palmerston North City Council
RFM	Regional Facilities Management
RMA	Resource Management Act
SWAP	Solid Waste Analysis Protocol
USEPA	U.S. Environmental Protection Agency
ZERI	Zero Emissions Research Initiative
ZWA	Zero Waste Academy
ZWIA	Zero Waste International Alliance
ZWNZ Trust	Zero Waste New Zealand Trust