

Product Stewardship Scheme

Annual Report FY19 & FY20

RE:mobile
make your next call - recycle





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ABOUT THIS REPORT

This report is the fifth annual report for the accredited RE:MOBILE Product Stewardship Scheme. The report was prepared by the TCF Product Stewardship Working Party according to Ministry for the Environment accreditation requirements.

This report covers activity for the period throughout FY19 and FY20, 1st April 2018 – 31st March 2020.

ABOUT RE:MOBILE

Summary

RE:MOBILE is an accredited Product Stewardship Scheme created for the purpose of reducing the environmental impact of unwanted mobile handsets. Participants include mobile network operators and local recycling partners.

The Scheme is managed by the New Zealand Telecommunications Forum Incorporated (TCF) on behalf of its members. The Scheme provides an avenue for anyone in New Zealand to donate unwanted mobile handsets and accessories for re-use or recycling. An additional benefit of the scheme is that all of the funding the TCF receives from the scheme is donated to an appointed charity.

The TCF is a registered incorporated society established in 2002. The TCF's objective is to foster cooperation among the telecommunications industry's participants, to enable the efficient provision of regulated and non-regulated telecommunications services. The TCF's goal is to promote competition for the long-term benefit of end-users of telecommunications services in New Zealand.

Aims

RE:MOBILE aims to:

- Reduce the environmental impact of unwanted mobile handsets in New Zealand and create a circular economy by re-use of phone or valuable materials that phone contain reuse.
- Increase consumer awareness and change behaviour about mobile phone product stewardship.
- Increase consumer confidence in the industry by establishing appropriate standards of practice that apply consistently across the industry for Product Stewardship.
- Enable a collective industry-wide solution to the responsible management of end of life mobile handsets and accessories.

Participants:



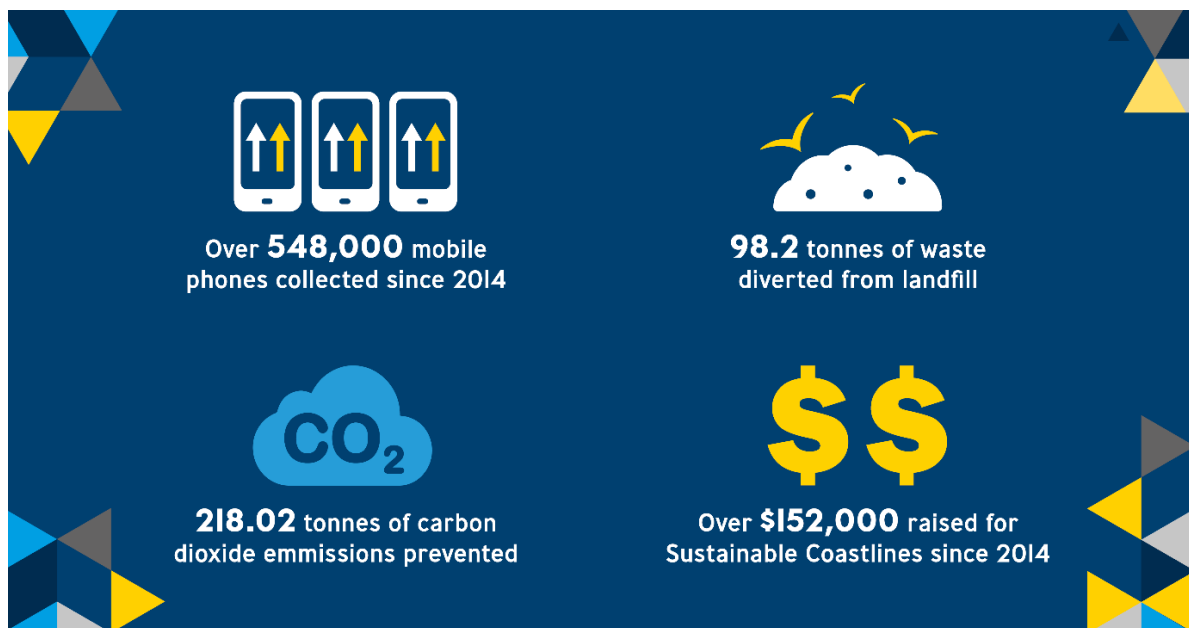
KEY ACHIEVEMENTS AND BENEFITS

There were 71,005 phones collected through RE:MOBILE for FY2019 and 78,348 phones collected for FY2020. For every phone sent in to the RE:MOBILE scheme one or more of the following benefits applied:

1. Prevented a mobile phone ending up in landfill and the risk that the harmful substances inside them leaching into the surrounding land and waterways or that a battery causes a fire.
2. Allowed valuable resources and precious metals such as gold and silver that can be found in mobile phones to be extracted and reused.
3. Allowed any mobile phone that still works and is in good condition to be refurbished and on-sold to extend the life of the phone. This reduces the demand for new handsets and the associated environmental impact of manufacturing them.
4. Enabled mobile phones that are were recycled to have had any lithium ion battery disposed of safely.
5. For every phone recycled with RE:MOBILE money was donated to the New Zealand charity, Sustainable Coastlines. Sustainable Coastlines plant trees alongside our waterways to restore habitats for native animals, reduce sediment and improve water quality.

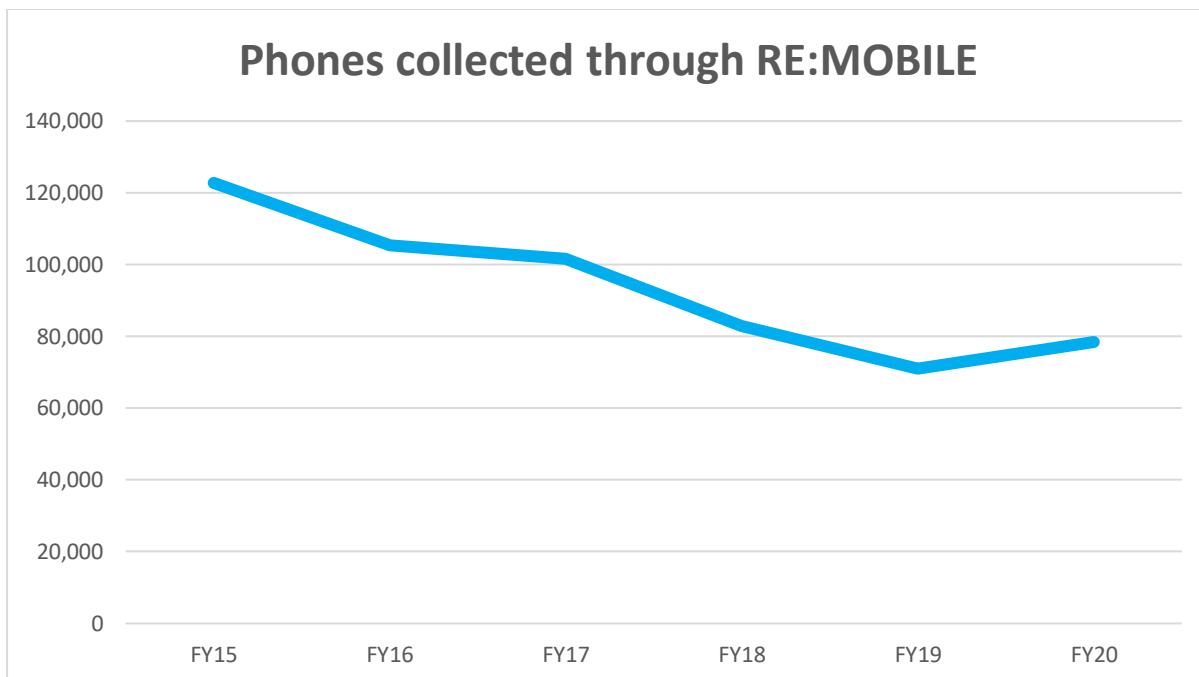
Highlights

Since 2014 the scheme has had:



RE:MOBILE received funding from the Waste Minimisation Fund during the reporting period to increase awareness of the scheme. This funding resulted in the development of the new RE:MOBILE website and also Eliza McCartney came onboard in June 2019 to May 2020 as the RE:MOBILE ambassador.

For the first time since the scheme started there was an increase in the number of phones the scheme received than in the immediately preceding year, as show below:



There are a number of major operational and promotional activities undertaken to raise awareness of mobile phone recycling through the Scheme. More information can be found at Appendix 1.

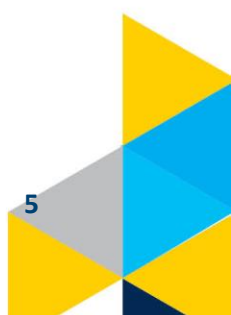
Olympian Eliza McCartney as RE:MOBILE ambassador in 2019

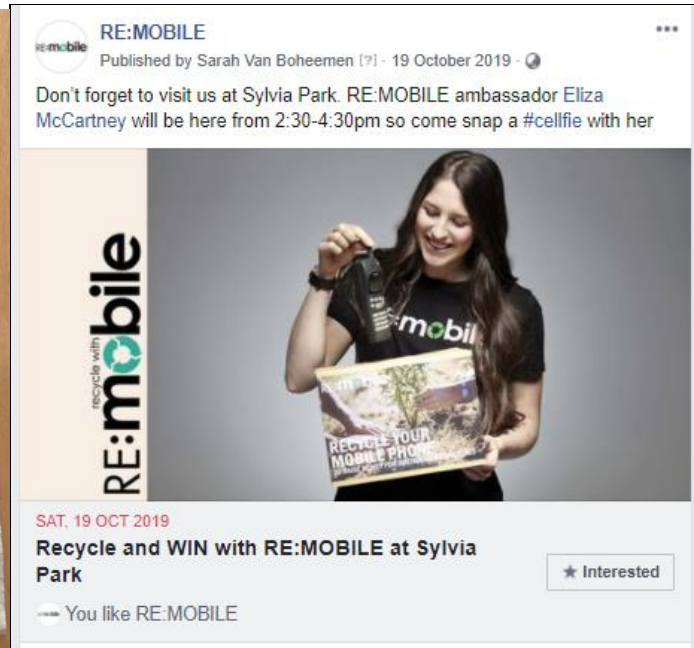
Funding received through the Waste Minimisation Fund allowed the RE:MOBILE scheme to Olympic medallist Eliza McCartney come onboard in June 2019 to May 2020 as the RE:MOBILE ambassador. Eliza has a genuine interest in protecting the environment, and the story of her studying Environmental Science made her the ideal ambassador for the campaign.

Mobile phones contain precious metals such as silver and gold and donating phones to the RE:MOBILE scheme means that these resources can be extracted from phones and reused again. Eliza was training to qualify for the [Tokyo Olympic Games](#) where organisers made medals from gold, silver and copper which has been extracted from recycled mobile phones and other electronic waste. This was a good fit and worked well to promote the programme.

Some media attention throughout her period as a RE:MOBILE ambassador included a feature article in the NZ Herald and an appearance on The Project.

As well as this publicity, Eliza promoted the RE:MOBILE message on her own social channels and her RE:MOBILE was shared across NZ Herald, Facebook and Instagram. She was also involved in an event at Sylvia Park to conclude the RE:MOBILE #cellfie competition.





TRENDS & THE NEXT 12 MONTHS

Until 2020 the number of phones being recycled each year had been steadily reducing. In 2020 the RE:MOBILE website was refreshed and a promotional campaign was conducted featuring Eliza McCartney as the scheme ambassador. These activities appear to have contributed to a temporary increase in the number of phones being recycled. The campaign was funded by the Ministry for the Environment Waste Minimisation Fund. There are no plans to replicate that project in the near future.

Consumers appear to be holding on to their phones for longer. It is felt that this has contributed to the inability to meet some of the scheme targets, particularly in relation to the number of phones recycled. Although it has been difficult to pin-point the reason for the general downward trend in recycling, as noted in previous Annual Reports, consumers see value in older mobile handsets as they can be used without a mobile connection to connect to the internet via WiFi. This can mean that consumers can be reluctant to part with their devices, even after they have been replaced.

It is expected that the next report will see the scheme impacted by the Covid-19 pandemic. It could be that less people decide to upgrade their mobile phones or decide to retain them due to the economic uncertainty.

Under the Waste Minimisation Act, electronic waste has been declared a priority product. A watching brief is being kept to see what changes will occur as the result of this declaration.

SCHEME DETAILS

Overview

To understand how the RE:MOBILE scheme works, the diagram below shows how donated mobile phones are collected by scheme members, reused or recycled by recycling partner Swapkit. Swapkit pays the TCF for each handset it receives via the TCF channels and all of that funding it donates to Sustainable Coastlines plant trees alongside our waterways to restore habitats for native animals, reduce sediment and improve water quality.

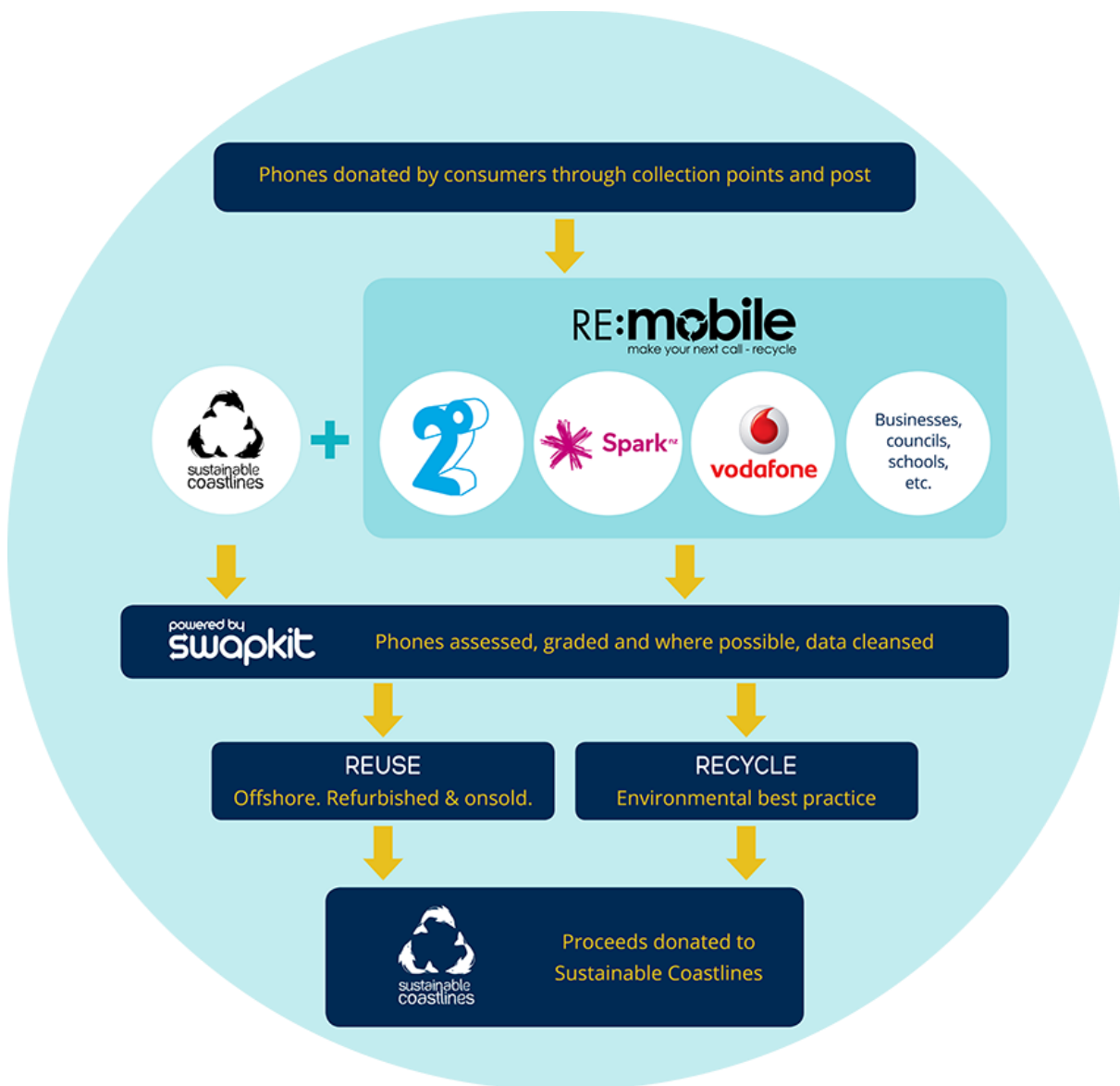


Figure 1: RE:MOBILE Scheme Overview

Members & Participants

Role	Organisation	Responsibility
Scheme Owner	New Zealand Telecommunications Forum Incorporated (TCF)	<ul style="list-style-type: none"> Governance and oversight of the Scheme and the Scheme's operation. Managing contractual relationships and agreements with Scheme Members and the Recycling Agent.
Scheme Member	2degrees Mobile Spark New Zealand Vodafone New Zealand	<ul style="list-style-type: none"> Scheme promotion to the general public. Provide consumers with recycling drop-off points for mobile phones. Providing reporting as per Scheme requirements.
Recycling Agent	Swapkit New Zealand Ltd	<ul style="list-style-type: none"> Scheme Promotion to the general public. Providing collection, reuse and recycling services to the Scheme and reporting on Scheme metrics.
Recycling Partner	Zero Waste New Zealand Ltd Sims Recycling New Zealand	<ul style="list-style-type: none"> Provide reuse or recycling services and reporting on Scheme metrics.
Beneficiary	Sustainable Coastlines	<ul style="list-style-type: none"> Scheme promotion via available channels and partner relationships Provide consumers with recycling drop-off points for mobile phones.

Scheme Operation and Funding

The Recycling Agent pays the TCF a per unit fee per phone collected; and the TCF donates this money to the appointed Scheme beneficiary, Sustainable Coastlines.

Operational costs of the Scheme are funded by Swapkit through the returns it makes from recycling unwanted mobile phones. The cost of Scheme governance and management is funded by the TCF.

The funding arrangements enable the Scheme to remain relatively cost-neutral, and they also simplify and improve the transparency of funds donated to the beneficiary.

The Beneficiary – Sustainable Coastlines

Sustainable Coastlines has been the beneficiary of the RE:MOBILE scheme since April 2016.

Sustainable Coastlines is a multi-award winning New Zealand charity, which has an innovative approach to protecting the environment, and this aligns well with our objectives for RE:MOBILE.

Sustainable Coastlines has a long-term vision of beautiful beaches, healthy waters and inspired people. The proceeds from the RE:MOBILE scheme helps it achieve its objectives.

For the FY19 and FY20 year some amazing statistics were achieved by Sustainable Coastlines:

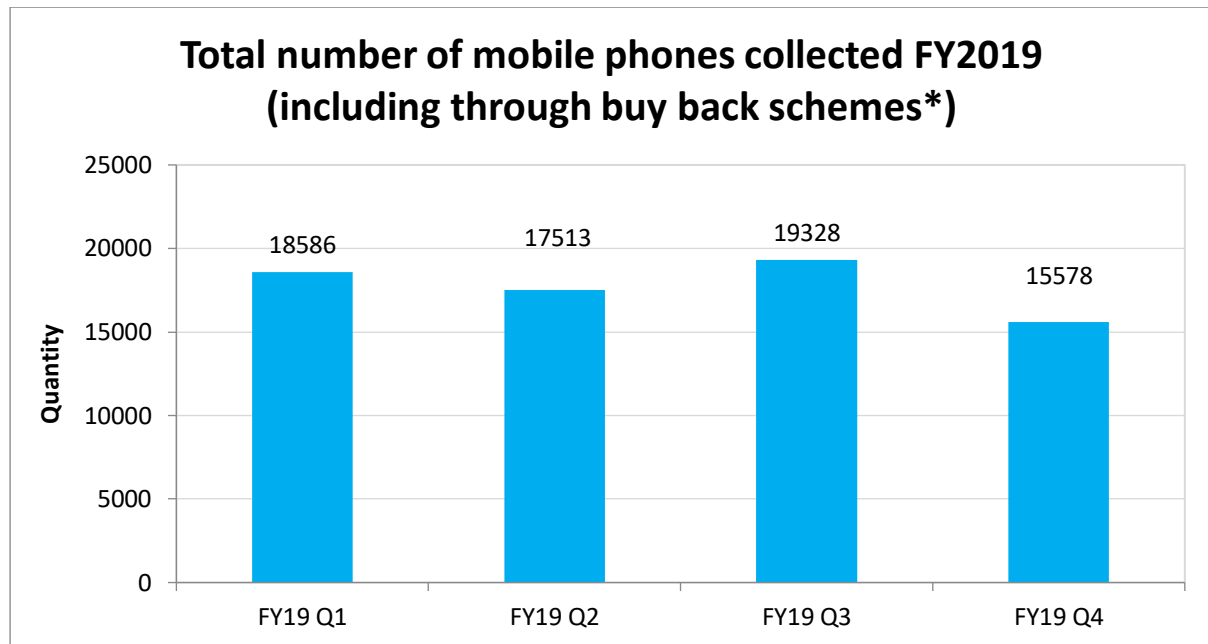
Throughout this period:

- 200,714 litres of litter collected – equivalent to over three shipping containers
- 421 beach clean-ups
- 137 planting activities
- 107,593 trees planted
- 104 cubic metres of weeds removed
- 32,257 presentation attendees
- 507 educational presentations

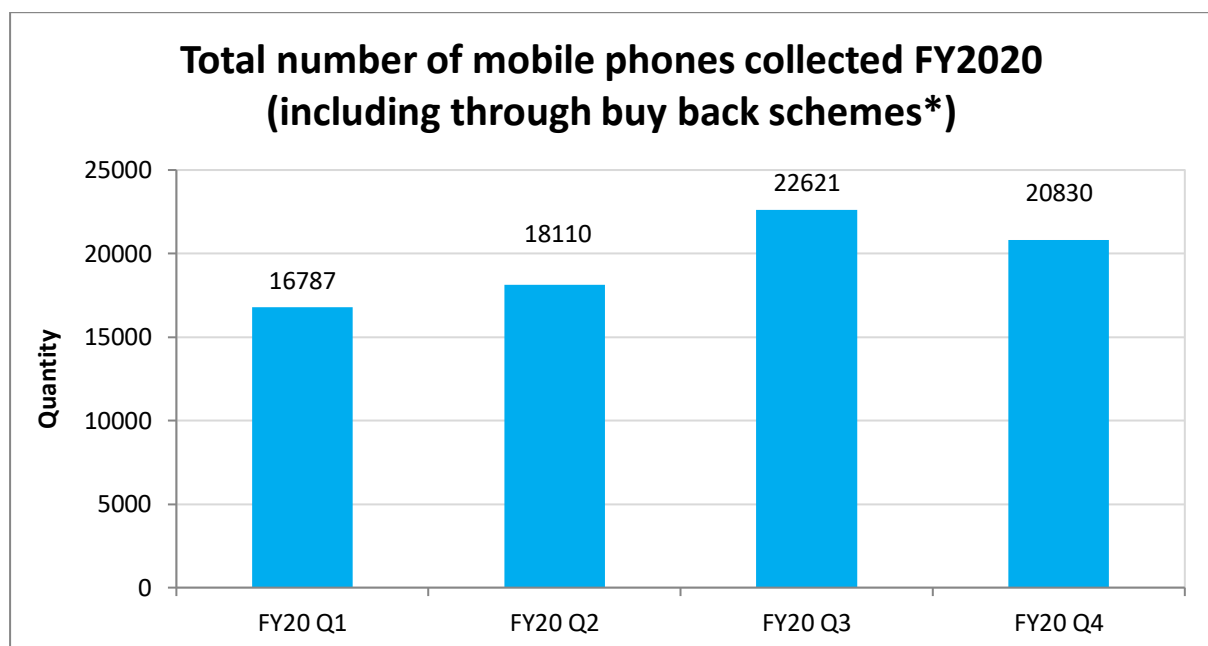


FY19 & FY20 COLLECTION RESULTS

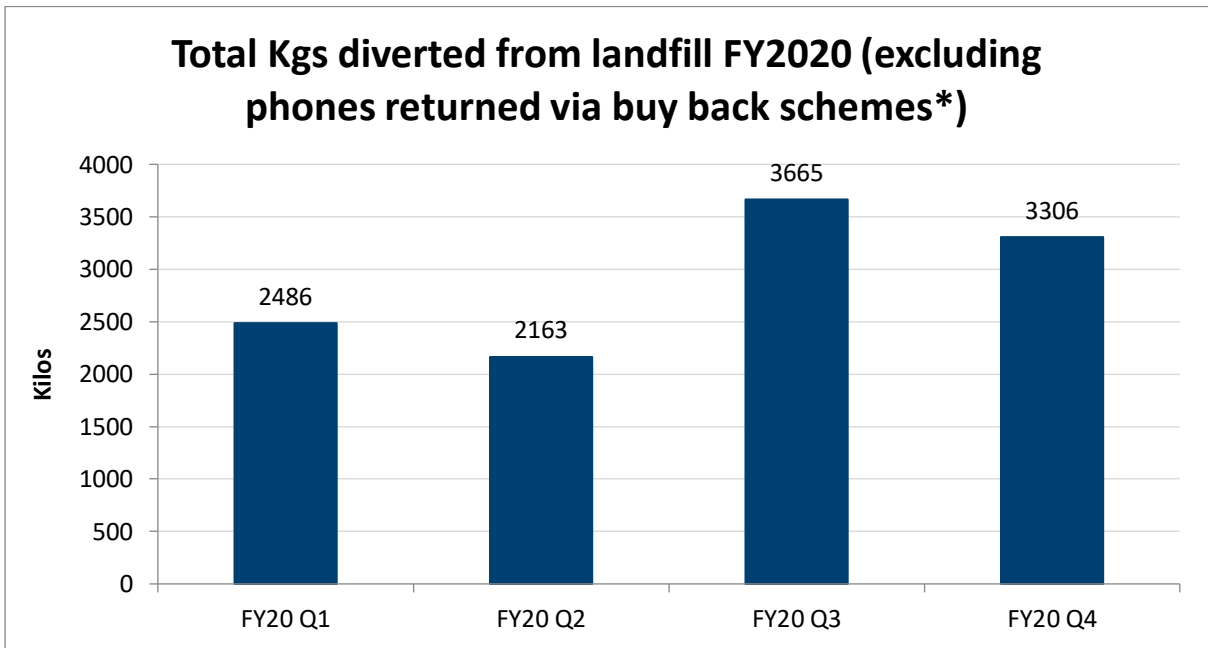
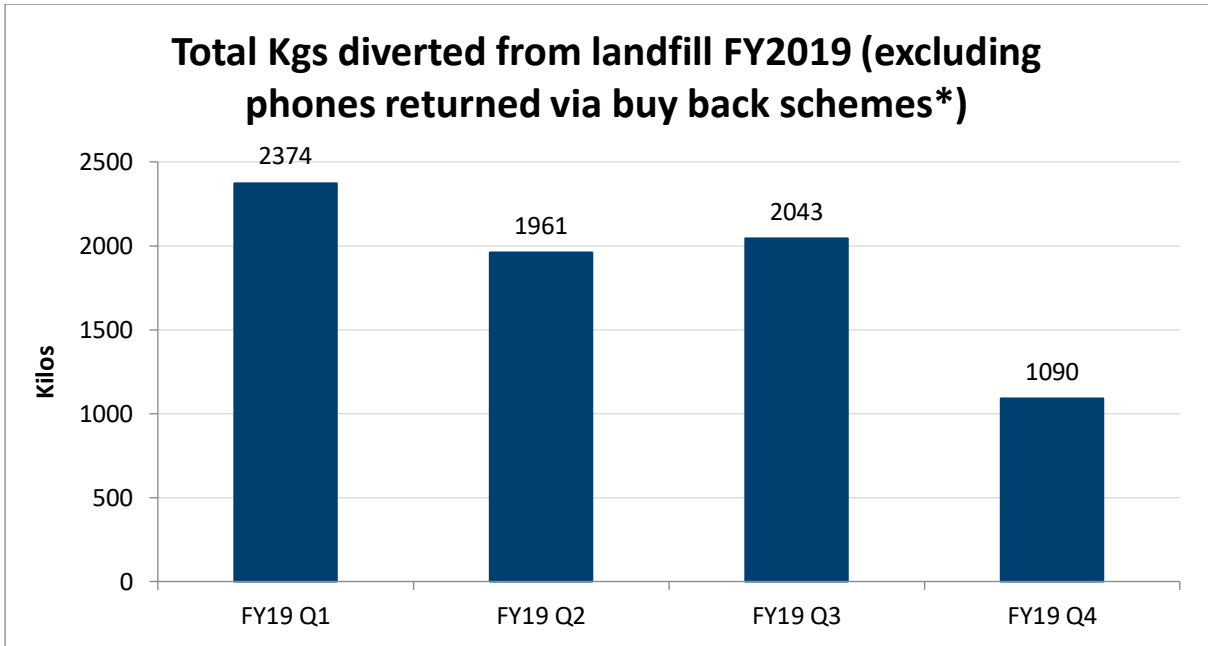
Scheme Collection Data



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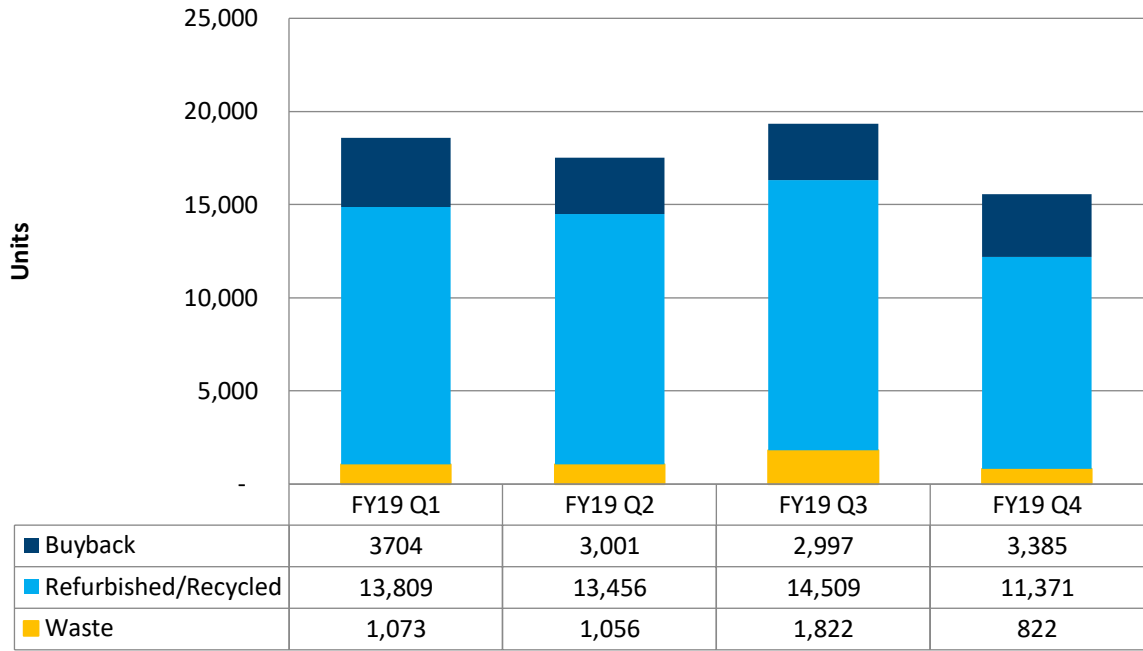


* Note: “Buy Back” means a process whereby Consumers receive valuable consideration for their unwanted device/mobile/handset from a buyback provider. All three Scheme Members operate Buy Back Schemes and report the number of phones collected to the TCF on a quarterly basis. The weight of phones collected through Buy Back is not available

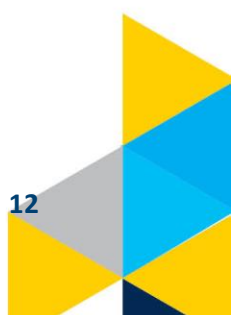
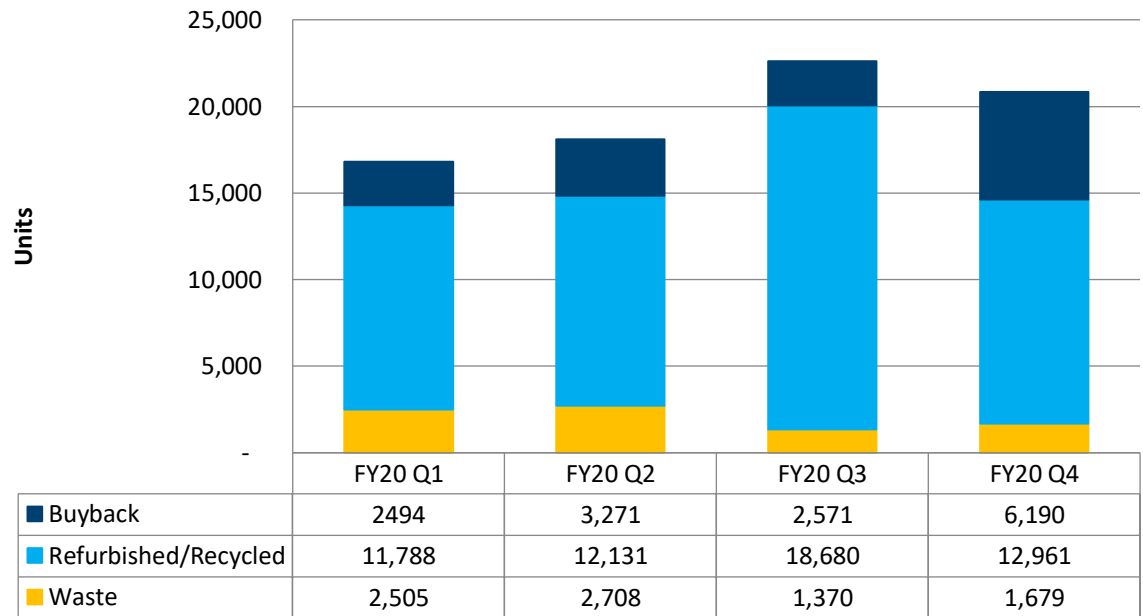




Collection Results by Type FY2019



Collection Results by Type FY2020



OBJECTIVES AND TARGETS

This section summarises the status of progress against targets for the reporting period

FY19 & FY20 Target Results

TARGET	Target	FY20	FY19	FY18	FY17	FY16	FY15
Changes in customer behaviour							
Number of mobiles phones thrown into the bin reduces by 2% by 2020 (from average of 6% in 2012 to average of 4% in 2020).	4%	8%	9%	10%*	8%	10%	7%
Number of mobile phones kept at home unused reduces to an average of 16% by 2020		48%	53%	55%	54%	51%	37%
Kept it just in case, as it was still working		32%	35%	37%	35%	34%	23%
Kept it, even though it was not working		16%	18%	18%	16%	17%	14%
Number of mobile phones collected increases to more than 292,000 in 2020 (measured to end of TCF financial year, 31st March)	292,000	78,348	71,005	82,842	101,630	105,317	122,762
Public awareness of the scheme							
Public awareness of the Scheme increases to 64% by 2020	64%	30%	35%	37%	35%	42%	50%
Staff awareness of the scheme							
Each Scheme Member implements at least one internal promotion campaign per year		Achieved	Achieved	Achieved	Achieved	Achieved	Achieved
Recycling performance							
End of life phones and accessories broken down with at least 95% of all materials by weight recovered for reuse in other products increasing to 98% by 2020	95%	95%	95%	97%	96.5%	95%	95%
Handset Reuse monitoring							
The TCF will monitor Scheme participant's reuse volumes and set a target for phone re-use after collecting two years of data.		Complete	Complete	Complete	Complete	Achieved	In progress
Recycling provider minimum standards							
All smelters used by this Scheme will have demonstrated that they have an environmental management system in place by October 2015.		Achieved	Achieved	Achieved	Achieved	Achieved	-
As and when export permits expire, and new permits are issued that are used by this Scheme, the TCF will report to the Minister.		Achieved	Achieved	Achieved	Achieved	Achieved	Achieved
All Recycling Agents and Recycling Partners used by this Scheme will meet minimum standards for reporting data by October 2015.		Complete	Complete	Complete	Complete	Achieved	-
Market data							
The TCF will establish a system to capture and report data on total number of mobile handsets imported into New Zealand by Scheme Members by October 2014.	-	Complete	Complete	Complete	Complete	Achieved	Achieved
Scheme review							
The TCF will review the Scheme by July 2016 and every 2 years thereafter	-	Scheduled	Scheduled	Scheduled	Scheduled	Complete	-

* - Until FY2019 this question asked you to select all that have applied to previous mobiles if you have had more than one previous mobile. In FY2019 this question was changed to asked what you did with "your old" i.e., last mobile phone. This has meant that it tracks changes over the previous 12 months.

How we monitor objectives and targets

TCF

The TCF has a Product Stewardship Operations Working Group in place comprising the Scheme Manager, Scheme Members and Recycling Agent & Recycling Partner representatives.

This Working Group provides an ongoing forum to monitor the Scheme's effectiveness, address ideas and concerns around the Scheme, manage any changes, and suggest initiatives to improve and/or promote the Scheme.



The Working Group meets approximately six times a year.

Data

- Swapkit provides monthly and quarterly reporting on recycling performance.
- Scheme Members provide quarterly reports on buy-back numbers.
- The TCF publishes quarterly summary reports at www.remobile.org.nz.

Surveys

Consumer surveys to monitor and assess changes in consumer behaviour are undertaken to measure and report on Objective 1 on an annual basis.

Reports

Scheme Members provide annual reports self-certifying their compliance with the Scheme requirements (refer section G of the Product Stewardship Scheme Code available on the TCF website) to enable us to monitor Objectives 2 and 3, along with market data for Objective 7.

Scheme Members also provide quarterly reports on their Buy Back volumes for Objective 5.

The Recycling Agent provides monthly and quarterly reports containing data from all recyclers who participate in the Scheme. These reports include information about product exports, the number of phones collected, recycled and reused, copies of certificates (e.g., ISO14001, Basel permits etc.) and other details to enable us to monitor Objectives 4 and 6.



CONTACT

This report was prepared by the TCF.

For any queries please contact:

RE:MOBILE

New Zealand Telecommunications Forum Incorporated

Phone 09 475 0203

remobile@tcf.org.nz | www.tcf.org.nz | www.remobile.org.nz

APPENDIX 1: PROMOTION & ACTIVITIES

Websites & Social Media

Mobile phone recycling information is available on several local websites increasing the reach of RE:MOBILE to our target audience:

- www.remobile.org.nz
- www.2degreesmobile.co.nz/company/remobile-mobile-phone-recycling-scheme/
- <https://www.sparknz.co.nz/sustainability/environment/>
- www.vodafone.co.nz/environment/mobile-recycling/
- www.swapkit.co.nz/environment.html
- www.sustainablecoastlines.org/donate/recycle-mobile/

Sustainable Coastlines and the TCF also promote RE:MOBILE via Facebook and Twitter throughout the year:

- www.facebook.com/letstalktelco/
- www.facebook.com/sustainablecoastlines/
- <https://twitter.com/TCFNZ>

Calendar of events

There are a number of major operational and promotional activities undertaken to raise awareness of mobile phone recycling through the Scheme. A calendar of events is below.

Month	Activity
FY Ending 31 March 2019	
April 2018 – March 2019	Sustainable Coastlines Events for the year: <ul style="list-style-type: none"> ▪ 95,379 litres of litter collected – equivalent to over three shipping containers. ▪ 257 beach clean-ups. ▪ 67 planting activities. ▪ 37,224 trees planted. ▪ 92 cubic metres of weeds removed. ▪ 17,885 presentation attendees. ▪ 233 educational presentations
April 2018 – March 2019	Sustainable Coastlines – promotion of the scheme via regular newsletter (4x per year) Social media posts, info page on sustainablecoastlines.org website, collection box at The Flagship Education Centre

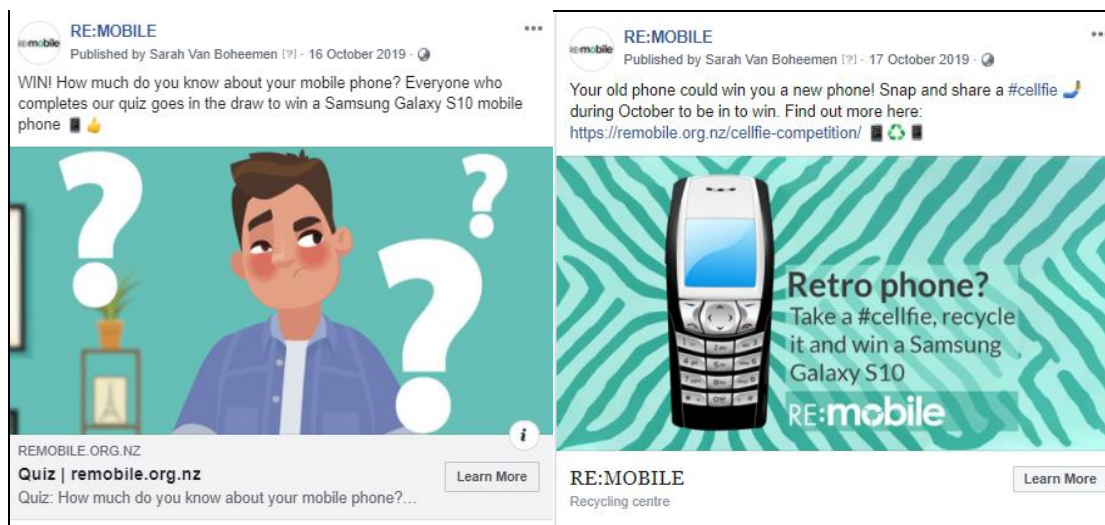
May 2018	TCF media release: Over 100,000 Phones Recycled by RE:MOBILE in FY2017
December 2018 – March 2019	2degrees extends distribution of RE:MOBILE envelopes to Telesales and Business customers to be able to return any old unwanted handsets
Jan-19 to Dec-19	Vodafone: All Online and Enterprise customer orders were sent with a RE:MOBILE envelope for customers to be able to return any old unwanted handsets
Jan-19 to Dec-19	Vodafone: Enterprise internal team briefings for account managers highlighting scheme and link to Sustainable Coastlines for use with customers to encourage older fleet trade-in and recycling
January 2019	TCF media release: Why you need to recycle your old mobile phone
February 2019	TCF media release: RE:MOBILE Report 2018
April 2018 to March 2019	Dedicated recycling areas in all retail stores
FY ending 31 March 2020	
April 2019 – March 2020	Sustainable Coastlines – promotion of the scheme via regular newsletter (4x per year) Social media posts, info page on sustainablecoastlines.org website, collection box at The Flagship Education Centre
April 2019	Swapkit activity: VTNZ inserts 82Branches Nationwide each receiving packs containing 200 envelopes
May 2019	Swapkit activity: Contact existing schools (306 schools participating) Bring a Phone to Work (BAPTW) letters out for registrations (540 B2B's)
June 2019	Spark Product Team were interviewed on TVNZ Breakfast program to promote the RE:MOBILE programme
June 2019	Swapkit activity: Contact non-registered schools (approx. 400 Schools) BAPTW campaign (approximately 80 B2B's) Event: World Environment Day 5 June (approximately 80 B2B's) Contact kindergartens (approx. 120)
July-19	Air NZ added Spark recycling receptacles to Head Office Buildings and promoted the RE:MOBILE scheme to Air NZ staff
August 2018	Sustainable Coastlines contract as a beneficiary reviewed and extended for a further 2-years

July-19	<p>Swapkit activity:</p> <p>Mitre 10 campaign inserts (84 stores nationwide)</p> <p>Council update and introduction to those not involved (31 Councils nationwide)</p>
August-19	<p>Swapkit activity: Hospice update and introduction to those not already involved (15 Hospice Stores nationwide)</p>
September-19	<p>Swapkit activity: contact doctor surgeries for envelope packs to be displayed (74 packs sent out each containing 100 envelopes)</p>
Oct-19	<p>Vodafone bill insert included RE:MOBILE recycling envelope for customers to be able to return any old unwanted handset (approximately 65,000 customers)</p>
Oct-19	<p>Swapkit activity: BAPTW Campaign for those who the earlier date didn't suit (approximately 25 B2B's).</p>
Jan-19 to Dec-19	<p>Updated content on the Vodafone website to educate customer on their options for unused and unwanted handsets, including TCF industry video giving overview and education about the RE:MOBILE scheme.</p> <p>Updated to support the TCF campaign.</p>
Oct-19 to Dec-19	<p>Vodafone: Complete site refresh of the Trade-In website indirectly supporting the scheme with donations to RE:MOBILE @(http://tradein.vodafone.co.nz/), with targeted offers to stimulate trade-in.</p> <p>Promotional content shared in stores</p>
Jan-19 to Dec-19	<p>Vodafone: Dedicated recycling areas in all new store fitouts including RE:MOBILE collateral and separate recycling receptacles in older format stores. Approx. 360,000 customers/month</p>
October 2019	<p>Included an informer and RE:MOBILE envelope to 80,000 Spark mobile customers</p>
October 2019	<p>Sent update to Spark store staff on the RE:MOBILE program</p>
October 2019	<p>Spark provided staff for the Sylvia Park TCF recycle your device promotion</p>
October 2019	<p>2degrees internal campaign and event to raise awareness within staff, including retail staff regarding scheme</p>
November 2019	<p>Swapkit activity:</p> <ul style="list-style-type: none"> ▪ Schools/Kindergarten round up and thank you (310 schools) ▪ Contact Storage places for support for the campaign- introducing the freepost envelope packs and any business phones (75 stores nationwide).

December 2019	<p>Swapkit activity:</p> <ul style="list-style-type: none"> Merry Christmas mail out to schools (370 nationwide) Thank you mail out to all businesses (450 B2B's)
Jan-18 to Dec-19	2degrees – Internal intranet process and information for all 2degrees staff. Plus yammered process available to all retail staff.
Jan-2019 to Dec 2019	Information on 2degrees website about RE:MOBILE (over 1,000 unique visits to the site)
Jan-2018-Dec-2019	One RE_MOBILE receptacle per 2degrees store (approximately 60 stores nationwide)
2019	The new RE:MOBILE website has had 68,552 web visitors (sessions) from September 2019 to 31 March 2020.
2019	<p>A video about RE:MOBILE's message has been shared via NZ Herald, Facebook and Instagram. On YouTube it had almost 20,000 views (since Sep 2019) and on Facebook 162.7K views.</p>
October 2019	<p>Targeted campaign around International E-Waste Day (Monday 14 October). This included the 'call for action' campaign, as well as our paid mass media campaign which includes radio, print and digital ads. Our scheduled newspaper ads, sponsored stories, double page spread coverage</p> <p>in the Herald on Sunday (13th October) #cellfie* competition. A 'cellfie' is a photo of your old phone which you are recycling.</p>
October 2019	A pop-up event based around World E-waste Day on 14 October 2019. The event was a temporary stall at Sylvia Park hosted by the TCF with experts assisting consumers wipe data from their devices. There was also a competition to take a #cellfie with Eliza McCartney.
October 2019	TCF media release: Kiwis encouraged to recycle mobile phones on International E-Waste Day
October 2019	<p>Social media included paid ads for:</p> <ul style="list-style-type: none"> Sylvia Park Event Eliza McCartney video #cellfie competition Quiz (competition) <p>Winners of the competitions won a Samsung Galaxy S10 phone and were announced in December.</p>
December 2019 to Feb 2020	Social media included a few paid promotions and a light touch of other posts (screen shots below)
April 2019 to March 2020	Dedicated recycling areas in all retail stores

Nov-2019	TCF media release: MOBILE raises \$25,000 for Sustainable Coastlines
February 2020	Swapkit activity: <ul style="list-style-type: none"> Welcome back email to schools and kindergartens Welcome back email B2B
March 2020	Swapkit activity: Email community centers and follow up.
April 2019 to March 2020	Sustainable Coastlines Events for the year: <ul style="list-style-type: none"> 105,355 litres of litter collected – equivalent to over three shipping containers. 164 beach clean-ups 70 planting activities 70,369 trees planted 12 cubic metres of weeds removed 14,372 presentation attendees 274 educational presentations

Examples of promotion activities are below:





News from RE:MOBILE : Media Release, March 2019 - Kiwis encouraged to recycle mobile phones on International E-Waste Day

Monday 14 October is the second annual International E-Waste Day and RE:MOBILE, New Zealand's only accredited mobile phone recycling scheme, is urging Kiwis to recycle their unwanted mobile phones in order to benefit the environment and raise money for Sustainable Coastlines.

E-waste is a growing issue, with an estimated 50 million tonnes of e-waste generated globally in 2018. New Zealand alone produces an estimated 98,000 tonnes of e-waste each year.

"Mobile phones are one of the most frequently upgraded electronics," said Geoff Thorn, CEO of the New Zealand Telecommunications Forum (TCF) which manages RE:MOBILE.

"Sixty-nine percent of New Zealand households have at least one unconnected mobile phone. This means there are over 1.2 million unconnected mobile phones in New Zealand that people have stashed away in their homes, potentially because they're not sure what to do with them.

"The best way to dispose of them is to recycle them with RE:MOBILE. When mobile phones are recycled with RE:MOBILE they are either refurbished and on-sold to extend the life of the phone, or recycled for parts, with over 95 percent of the materials in the mobile phone being reused."

Mobile phones and other electronic items pose environmental risks if they end up in landfill. The lithium ion batteries could cause fires if they are crushed, and the devices may leach hazardous materials as they break down.

In addition to this, mobile phones contain precious resources such as silver and gold which go to waste if the phones are not recycled. The materials can be extracted and reused to make other items, such as the medals for the 2020 Tokyo Olympic Games.

For every phone recycled with RE:MOBILE money is donated to New Zealand charity Sustainable Coastlines to help them look after New Zealand's coastlines and waterways.

One of the reasons that people hold on to their old mobile phones is because they contain personal data, however, RE:MOBILE ensures all data is removed from the phone before it is refurbished.

"Mobile phones are now the remote controls of people's lives, which means they contain a lot more personal information than they used to. Because of this, people can be reluctant to get rid of them when they get a new one, even if they are not using them," said Thorn.

"Every smartphone that is recycled with RE:MOBILE is wiped using Mobicode software to ensure all personal information is destroyed. However, for people's own peace of mind, we encourage them to perform a factory reset on their phones before they recycle them."

Mobile phones can be recycled with RE:MOBILE by dropping them off to one of the 400 collection locations around the country, including any 2degrees, Spark, Vodafone or Noel Leeming store. They can also be posted to the RE:MOBILE freepost address.

RE:MOBILE has recycled over 470,000 mobile phones since 2014.

APPENDIX 2: NEWS FROM SUSTAINABLE COASTLINES

Sustainable Coastline's record-breaking tree-planting tour



At the beginning of 2019 the Sustainable Coastlines crew committed to an ambitious goal for the regeneration of Aotearoa: to plant 50,000 native trees and shrubs next to waterways in one year.

So, from June to September this year we hit 17 locations in 11 regions across the country. With locations as far north as Whangarei right down to the Cardrona Valley in the south, we made some amazing local connections along the way.

After crunching the numbers we are very pleased to announce our biggest results since we started looking after waterways in 2010.

During the 2019 ANZ Love Your Water tour, we planted a whopping 68,033 native seedlings! This couldn't have happened without the help of the 2,874 volunteers and more than 40 community groups and businesses, so a huge thank you to all involved.

We are super proud of the results and looking forward to making commitments to scale up restoration in the long term.

We have already begun planning an even bigger Love Your Water 2020 tour and are actively looking for sites around the country to support, and sponsors and volunteers to get involved, so keep your eyes peeled for updates.

Each of our planting locations has its own story, so for a full run-down, download the full project report [here](#).

Source of article: <https://sustainablecoastlines.org/our-record-breaking-tree-planting-tour/>