# Press Release

**Headline:** TechCollect NZ publishes recommendations for Aotearoa New Zealand's e-product stewardship scheme

**Auckland, Aotearoa New Zealand, June 2023:** From July 2020 to May 2023, TechCollect NZ has led the nation's co-design process for a regulated e-product stewardship scheme with support from their [Circular E-stewards Network](#), and input from a wide range of stakeholders in the e-product and e-waste value-chain, across Aotearoa New Zealand and the globe.

The reports released today on [TechCollect NZ's website](#) bring the significant efforts and contributions of so many together, making strong recommendations for a new system of shared responsibility that will help Kiwis to manage e-products sustainably throughout their life cycle, and progress Aotearoa New Zealand's transition to a circular economy.

TechCollect NZ's Chairman, Mark Mackay, comments on the significance of reaching this important milestone:

> *"I congratulate the TechCollect NZ team for their efforts in researching, trialling and reporting on best practice e-product stewardship around the globe, and subsequently co-developing recommendations that are right for the New Zealand market.*
>
> *I also thank our IT and retail partners, Apple, Canon NZ, Dell Technologies New Zealand, HP New Zealand, Logitech New Zealand, Microsoft, The Warehouse Group and Toshiba. Their support and commitment underpins the importance of government and industry working together to find the best solutions to responsibly manage e-products across their life cycle."*

The New Zealand Government's priority product declaration that set the co-design process in motion acknowledges more than 20 years of advocacy to find and establish a better way of managing e-products across their life cycle, and to create an even playing field for everyone selling e-products to Kiwi consumers. All available options were explored during the process to co-develop scheme framing and design recommendations fit for the Aotearoa New Zealand context, while understanding the current state of our market, and the best parts of well-established schemes overseas.

Pip Best, EY Partner and Independent Chair of the Circular E-stewards Network says:

> *"The co-design process was integral to the development of recommendations which will best help Aotearoa transition to a more sustainable future.*
>
> *We are honoured to have been a part of this multi-phase project, considering the shared vision of stakeholders, key elements of scheme design to support the vision, and recommended next steps."*

Michael van der Merwe, General Manager of Abilities Group (an e-waste recycling service provider part of Aotearoa Disability Enterprises and Circular E-stewards Network contributor) comments:

> *"Abilities Group is very excited to be part of this unparalleled mission to promote sustainability and will strive to ensure that the e-product stewardship scheme provides*

*maximum benefits for our people, clients and the environment while meeting our nation's sustainability goals.*

*This scheme is a remarkable opportunity to make a real difference in electrical and electronic recycling, and we will embrace it in order to ensure that our collective efforts are effective, and our impact is lasting."*

The impacts of an e-product stewardship scheme will be extensive and wide-reaching. It will support Kiwis to get the most out of the e-products they use in their daily lives, while generating substantial benefits for the Kiwi-economy, society and environment. It will also address some of the major barriers hindering more circular management of e-products right now, including (but not limited to) the costs of responsible management, and the convenience of accessing the best life cycle management services.

Under the recommended system, consumers will be able to take any e-product with a screen, small equipment, or IT and communications equipment to a convenient scheme access point for free disposal and recycling or reuse. Over time, this will extend to all other e-products that have a plug or battery, including batteries themselves. There are many benefits that will come from the recommended system, as well as roles and responsibilities for all scheme participants that are essential for positive and lasting change.

Michael Dudley, TechCollect NZ's Head of Operations who led the co-design process says:

*"The release of these reports is a major achievement, and the recommendations (if progressed) will mean a monumental leap forward for NZ. If we continue to manage the bulk of our e-products poorly, the impacts can be devastating and long-lasting – we don't want this, nor does it need to be this way.*

*TechCollect NZ and our members are committed to seeing the next stages following co-design through to the best possible outcome, as soon as possible. We are now preparing for a robust and compelling application to seek accreditation as Aotearoa New Zealand's scheme manager, and call on all e-product manufactures, importers and distributers wanting to be part of the solution in the next era of e-product circularity to join us.*

*I think the whakataukī that guided the process says it best - Ko koe ki tēnā, ko au ki tēnei kiwai o te kete / together we can make a difference."*

TechCollect NZ received a $320,000 grant from the Ministry for the Environment's Te Pūtea Whakamauru Para – the Waste Minimisation Fund to allow the company to build on its e-waste pilot programme, expand to more collection points, and to design options for a regulated e-waste product stewardship scheme.

Key activities delivered by TechCollect NZ for the co-design process included:

- A national assessment of e-product and e-waste management services, reviewing Aotearoa New Zealand's available repair and reuse market, collection points, recyclers and logistics networks.
- Stakeholder surveys seeking views to gain initial perspectives on aspects of an e-product stewardship scheme that should be considered.
- Consumer research with Consumer NZ, to understand consumer attitudes, beliefs and behaviours towards e-product life cycle management and key consumer expectations for a scheme.

- Research of international e-product stewardship schemes and extended producer responsibility programmes, to understand technical elements of various design approaches and gather insights to inform scheme options recommended for an Aotearoa New Zealand scheme.
- Analysis of potential legal issues facing Aotearoa New Zealand's e-waste sector under a regulated scheme structure in future.
- Targeted stakeholder engagement to test the preliminary options framing package and seek feedback on preferred approaches and scheme design elements proposed.
- Submission of the final draft report to the Ministry for Environment (the Ministry).
- Delivery of additional co-design activities to address Ministry feedback on the final draft report.
- Submission of the final recommendation reports, with all Ministry feedback addressed and additional activities completed.

Michelle Kazor, Director - Waste Investment, Ministry for the Environment comments:

> "We congratulate TechCollect NZ on reaching this significant milestone in the co-design process for an e-waste product stewardship scheme."

Visit [TechCollect NZ's website](#) to learn more about the co-design process, the options explored, stakeholder feedback, and the scheme recommendations for a better future in Aotearoa New Zealand.

## About TechCollect NZ

A not-for-profit member-based organisation established by leading global technology companies committed to supporting the development of a fit-for-purpose regulated product stewardship scheme for electrical and electronic products in Aotearoa New Zealand.

TechCollect NZ works with a range of collection partners to provide a free collection and recycling service for ICT equipment in Aotearoa New Zealand. This free service is available to households and small businesses looking to recycle responsibly once their ICT equipment has reached the end of its useful life.

TechCollect NZ's national service is powered by members who lead by example and can access a range of benefits that seek to add value in the form of brand and organisational reputation enhancement, industry networking opportunities, government relations and advocacy, as well as community relations.

Visit website [https://techcollect.nz](https://techcollect.nz)

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