



# Creating shared prosperity through the circular economy

Building Māori & Pasifika economic resilience through  
a regenerative and circular enterprise movement



**Nau mai,  
Haere mai,  
and warm  
Pacific greetings**



*“We want to grow and share New Zealand’s prosperity more fairly. We want to transition to a clean, green, carbon-neutral New Zealand. We want to deliver responsible government with a broader measure of success.”*

New Zealand Government (2019) Economic Plan for a Productive, Sustainable and Inclusive Economy

'Creating shared prosperity through the circular economy' is a Māori and Pasifika business led movement for economic transformation that puts people and the planet first. We are starting in Tāmaki Makaurau in south and west Auckland.

Even before Covid, Auckland's economy was no rockstar if you were Māori or Pasifika; a large proportion of our citizens just got left further behind despite the strong economic growth enjoyed by the rest of the city. And now this inequality is on a direct collision course with the climate emergency. We're on a mission to accelerate the circular economy through a surge of intelligent investment, with Māori and Pasifika innovators and businesses at the helm. Together, we've crafted a plan to drive up productivity, shape markets and agglomerate for workforce development, RnD and knowledge spill over.

Our proposal is one of the very few in the country that directly and meaningfully advances numerous objectives to tackle poverty, inequality and the climate emergency as a singular endeavour. We're in the business of transformation, not business as usual. Our vision spans working with tamariki to create e-bikes out of recycled laptop batteries, to developing jet fuel out of waste, and many more innovations in between.

Our mission isn't just good for people and the natural world, it's a commercially sound three-point plan that's ready to execute:

- 1. Infrastructure platform** – develop a network of physical sites
- 2. Financial capital platform** – create a deeper pool of investment capital for Māori and Pasifika enterprises
- 3. Innovation platform** – improve workforce capability, business development, RnD and diffusion.

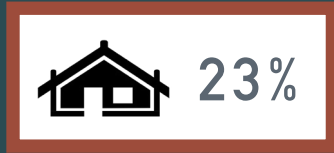
We're trailblazing. Nothing this ambitious has been done before in the world. But our ancestors were pioneers, sailing a third of the world's oceans to discover and settle the vast Te Moana-nui-a-Kiwa. We've set ourselves an audacious mission, but tenacity is in our DNA.

And we can't do this on our own – this is our call to action, inviting you to be part of the mission. Join us and be part of a movement for real, sustainable change.

Tū mai, pāhekoheko mai.

If you too want an inclusive, circular economy, with equity at its heart, connect with us at [cspnz@aucklandcouncil.govt.nz](mailto:cspnz@aucklandcouncil.govt.nz).

## *We are Tāmaki Makaurau*



of Aotearoa  
**Māori** live in  
Tāmaki Makaurau

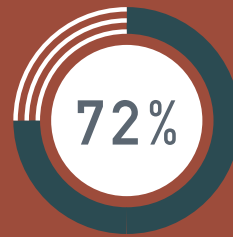


of Aotearoa  
**Pasifika** live in  
Tāmaki Makaurau

## *We are SOUTH and WEST Auckland*



of **Māori** live in  
South and West  
Auckland



of **Pasifika** live in  
South and West  
Auckland

## *We are the future of Tāmaki Makaurau and NZ Inc.*



**Māori**  
median age



**Pasifika**  
median age



**Tāmaki Makaurau**  
median age



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Te āhei  
*The opportunity*



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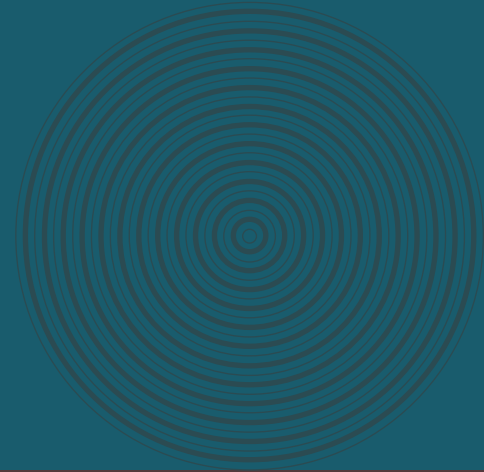
**Te karanga**  
*The call*

# Te āhei

## *The opportunity*







*“The COVID-19 pandemic provides a window of opportunity for exploring more inclusive and equitable development models that are underpinned by sustainable consumption and production.”*

United Nations, Sustainable Development Goals

***The circular economy is a mindset shift in how resources are managed. It is a practice that actively designs out waste and hierarchy to salvage maximum resources to put back in the cycle. It includes how we reduce the need for, generate, capture and store resources, recovery, reuse, remanufacture and recycling processes.***

***Socio-economic equity must be intentionally designed into our systems, as they run the high risk of furthering inequality, in what's known as the Māori epistemology, we will shift thinking about the relationship between people and the natural world, and not the other way around.***

***Economic development with an environmental focus, creating paid jobs delivered mainly in regional areas. Our focus is on growth in urban diaspora communities through higher value industries, the foundation of Māori and Pasifika business leadership for a green economy and create greater resilience at the same time, building a new economy of mana in the next section.***

*we think about, value and use materials and  
e from the outset and goes deep into the waste  
to productive use. The circular economy also  
and recirculate energy and water in resource*

*igned into green economic initiatives, otherwise  
s been termed 'green colonialism'. Directed by  
the economy to being a tool to serve ordinary  
und.*

*ocus has tended to yield labour intensive, low  
s is on building economic wealth and agency  
ustrial efforts. Fortunately, we have a strong  
from which to accelerate the country's circular  
e. You will meet entrepreneurs forging a new*

# Māori & Pasif

\$12.5bn

**Māori asset base.**  
88% in privately  
owned businesses



The average income  
of Māori employers is  
on par with non-Māori  
employers.

**This parity is not  
seen anywhere else  
in the country or in  
employment**

**Māori employers** earn 2x more than **Māori employees**



MĀORI

← Employers in high  
skilled roles →



NON-MĀORI

# Pasifika businesses

\$8.3bn

Pasifika  
asset base  
across Aotearoa



**1500 Pasifika employers.**  
Mostly in construction  
and professional  
services and in Tāmaki  
Makaurau

**Tāmaki Makaurau** has the lion's share of  
**Māori employers** in:

**1) Professional 2) Scientific and technical services 3) High value manufacturing**



53%

MĀORI



Employer growth  
2013 - 2018



10%

NON-MĀORI





# A Three-Point Plan



01. **Infrastructure Platform**  
*Create a network of physical sites*
02. **Financial Capital Platform**  
*Create a deeper pool of investment capital for Māori and Pasifika businesses*
03. **Innovation Platform**  
*Improve workforce capability, business development, RnD and diffusion*



*Our objective is to flip our \$5 billion waste problem on its head to create catalytic economic opportunities with direct and measurable benefits for communities who need it most and our natural world, now and for future generations. To do this, we have a three-point plan to create multi-sided platforms that will shape markets, drive up productivity and distribute economic opportunities and benefits more equitably.*

Each platform is designed to leverage private financial investment, such as impact investors with patient capital, alongside public investment. Whilst the different platforms each serve different purposes, they are designed to work as a system that can enable agglomeration effects and collective market shaping and industry development.

Our mission isn't simply a calculation of supply and demand, supply chains, markets, price points and transactions; it is also intrinsically influenced by public policy, resource flows, other macro-economic factors, human behaviour and cultural norms at multiple spatial, market and industry scales. Tackling this complexity is best done cooperatively. In year one, we will pressure test and optimise business models and identify how best to scale up (affect policy, institutions and markets), out (replicate to reach more people or waste streams) or deep (change cultural values and mores).





# 01.

## Infrastructure Platform

### *Creating a physical network of sites*

We need more and better infrastructure to receive and process commercial and residential waste. We will invest in current and new spaces to scale in a networked fashion, particularly sites owned and/or operated by mana whenua, Māori and Pasifika owned businesses and community-led and social enterprises. By taking a networked approach as a first phase, we can distribute both benefits and risks, prototype specialisms and test optimisation for different materials, methodologies and markets. This infrastructure will be both horizontal and vertical and our aim is that utilities or buildings will be circular and low carbon too. We already have sites that would benefit from the infrastructure improvements that could be invested in immediately.

In the second phase, we will build a large scale, world-class, bespoke circular economy business park based on optimisation learnings from phase one. This Eco Park mustn't be like conventional transfer stations; it must be beautifully designed, a destination in its own right, a place of pride for south Aucklanders that provides community amenity and demonstrate all of the values and aspirations of this mission in its build and operation.







## 02. Financial Capital Platform

*Create a deeper pool of investment capital for Māori and Pasifika*

Māori and Pasifika owned businesses find it difficult to access finance to invest in business development, technology and plant. We will create a platform for public and private investment into Māori and Pasifika owned businesses already operating in the regenerative economy who have the capacity to scale quickly. We already have several businesses who could use such a platform to scale or improve productivity. Our aim is to use public sector investment to leverage ten times more in private investment.







## 03. Innovation Platform

### *Improve workforce capability business development, RnD and diffusion*

A recent OECD publication on productivity points to poorly skilled workforces and the lag in deploying new technologies and science as key productivity challenges. Businesses are already telling us that a skilled workforce will be critical in growing our circular economy at pace.

Our approach to improving outcomes in the labour market necessitates a focus on total utilisation. We have already started investing in curriculum development, training and accreditations in new green skills, including the country's first deconstruction micro-credential. With businesses and other experts, we will invest in demand-led employment programmes and training with stackable qualifications, including tech focussed and knowledge economy roles. We will prototype these through The Southern Initiative's Māori and Pasifika Trades Training programme with Māori and Pasifika private training establishments.

We will invest in collaborative research and development to improve productivity and impact, and to develop new technologies, methodologies, IP and business models.

We will also invest in right-sized support for regenerative economy businesses, particularly those owned by mana whenua, Māori, women, Pasifika peoples, refugees, lone parents, young people, disabled peoples, takatāpui/LGBTQI+ peoples and worker-owned cooperatives, social enterprises and community-led enterprises at all levels: from start-ups to large exporting businesses. We will also support joint ventures and international relationships, particularly with other indigenous peoples and under-used businesses from across the globe.

# Ngā rakahinonga


## *Meet the entrepreneurs*



*“It is in all of our interests, therefore, to facilitate the sharing of this knowledge. There’s no one-size-fits-all solution but offering inspiration and insight from mātauranga Māori and Pasifika success stories, alongside circular economy innovations that scale, could lead to change that is global in reach and local in character.”*

Jo Illes, Editor in Chief of Circulate News, (2019) What the world can learn from Māori thinking



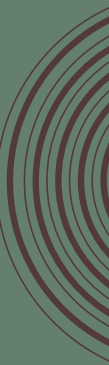


*Māori and Pasifika owned businesses are the untapped change agents and innovators of the circular economy. They are driven by a need to create sustainable futures for whānau and te taiao. Here, we introduce just a few of those businesses making a difference for people and planet.*

# Meet, Rui Peng



Critical Design  
*Co-Founder and Director*





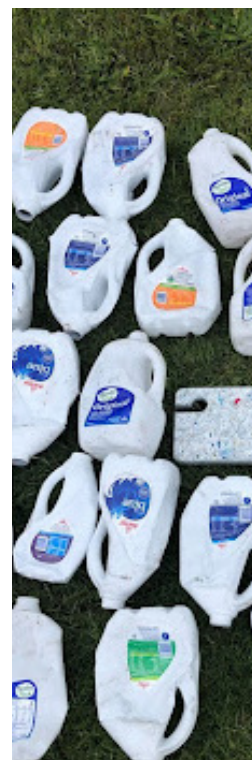
*Creating beautiful, high-end  
products from wasted plastic.*



Critical, founded and owned by Rui Peng and Adam Rainsfield, are revolutionising the recycling industry by elevating plastic waste into its own category of premium and sustainable products through innovation and the development of new technology. Their products are all made from 100% recycled plastic and include 'Critical Sheets', a decorative panel alternative to premium plywood or marble, flat pack furniture and homewares. As a kaupapa-driven eco start up, they focus on ending plastic pollution whilst also creating meaningful employment opportunities.

Critical is creating a market for wasted plastic and credit their success to date on building meaningful relationships with corporate partners. They have created a 100% buyback programme where corporates send their plastic waste to Critical, and then buy back recycled premium plastic products like retail fixtures, as seen in the fit out of Torpedo 7's Newmarket store which is made out of 50,000 plastic bags. They've also developed bespoke products for Sanford, Allied Pickfords, Fonterra and Kōkako cafes to name but a few.

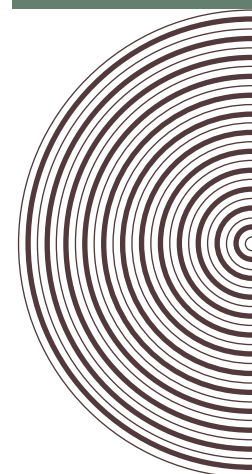
Being self-funded, to date, Rui and Adam have built a successful business by reimagining single use plastic to create useful and beautiful products that can last a lifetime. With the right investment support, they could rapidly scale up, reach new markets and create even more good jobs.



*Crit  
new  
help  
at th*

#### THE PLASTIC PROBLEM + OPPORTUNITY:

- 380,000 tonnes of plastic goes to landfill nationally; 36% of plastic waste is packaging. Circa 125,000 tonnes comes from Auckland
- 1 tonne of landfill plastic makes enough 'Critical Sheets' to line a 5m x 5m living room
- Critical use 88% less energy in making their products from recycled plastic compared to products made from virgin plastic





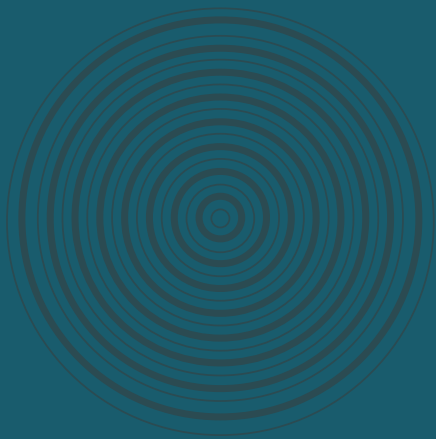
*tical turned 9,500 plastic bottles into a counter for Kōkako Organic Coffee to them create a unique brand experience their Commercial Bay Cafe.*



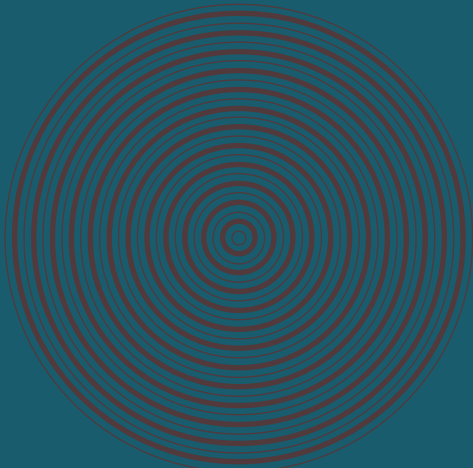
# Meet, Rod Enoka



Mil-tek NZ  
*Owner and Director*

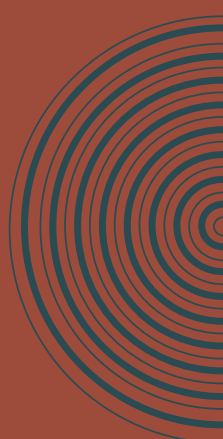






*Improving efficiencies and profit  
and reducing waste to landfill.*





Mil-tek NZ believe that by optimising waste handling processes, organisations can reduce cost and turn their recycled waste into a revenue stream. A financially viable and environmentally friendly solution, they call this approach 'environomics'.

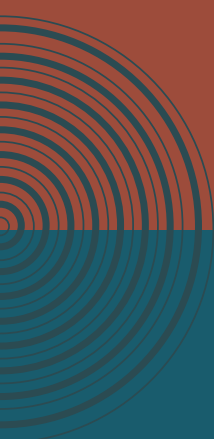
Established in 2003, Mil-tek NZ supply unique cost-effective recycling solutions to multiple industries throughout Aotearoa and the Pacific Islands for waste reduction and profit. Originally founded in Denmark in 1992, Mil-tek produce air powered recycling balers and compactors to minimise volumes of waste at the source by up to 80%, reducing disposal costs, skip empties, trucks onsite and carbon footprints. Mil-tek NZ helps companies create savings on space and handling and revenue from recyclables, as well as better metrics for sustainable reporting.

A small percentage of New Zealand's recycled waste is processed inside the country due to the lack of proper recycling infrastructure. Mil-tek provides a solution to recycle more waste domestically while providing strong financial benefits to businesses.

#### THE REDUCTION TO LANDFILL STATISTIC:

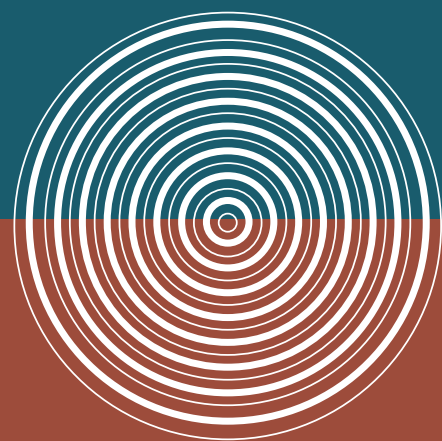
- *Fonterra went from 42 tonnes of waste to landfill per month down to 12 tonnes, saving them \$60,000 in one year*
- *500+ customers have reduced their carbon footprint 50% (minimum) and increased recycling and diversion from landfill by more than 50%*





*“We see this mission as a great way to ensure a steady and fair supply of opportunities to Māori and Pasifika businesses. We have long promoted sustainable solutions for waste handling in order to establish a circular economy. To supercharge the economy, diversity is vital and this mission will drive that., providing a fair and straightforward way to supercharge the economy. We are delighted to be a part of this fantastic initiative.”*

Rod Enoka, Director of Mil-tek NZ



# Meet, Waikare Komene & Michelle Putoru



Papatoetoe FoodHub  
*Director & Food Developer*

*Creating whanaungatanga  
one meal at a time.*



South Auckland communities do not have easy or equitable access to nutritious food that's affordable. The drive for a more sustainable, more localised food system is coming from communities themselves who want to disrupt south Auckland's 'food deserts' and 'food swamps'. The Papatoetoe Food Hub Collective is a for-purpose, not-for-profit community-led enterprise. It creates positive change in the community via food and 100% of profits are ploughed back into the food systems kaupapa.

Run by the community, for the community, the Food Hub rescues surplus food from being wasted and then employs local people to create delicious and affordable family meals. The Food Hub also develops and delivers innovative learning programmes so communities can play a greater part in building better food systems that promote food sovereignty.

The Food Hub's operating model is zero-waste with all food scraps used to make rich compost to grow kai. Its Whenua-to-Whenua programme connects people back to the land and teaches valuable skills to support local people to be part of the change for a better food system, including working with local tamariki.

Further investment would support the expansion of food equity movements and healthier families throughout Tāmaki Makaurau.

#### **THE EMISSIONS & PEOPLE IMPACT:**

- 18.6 tonnes of food repurposed
- 35 tonnes of CO2 estimated greenhouse gas emissions reduction from diverting surplus food from landfills
- 5.2 tonnes of food scraps composted
- 9.82 tonnes of CO2 estimated greenhouse gas emission reduction from diverting organic waste from landfills to composting landfill
- 12 people employed (full and part-time)



*“In New Zealand 18% of the preventable health burden is due to unhealthy diet; this is relatively unrecognised. Joining that with sustainability is really important; in New Zealand the food system contributes more than 50% of our greenhouse gases, loss of biodiversity, dirty waterways, ecoli and so on. Our food system has created enormous health and environmental problems. Climate change is hitting us now; we need joined up solutions centring on the food system.”*

Professor Boyd Swinburn, University of Auckland

# Meet, Saia Latu

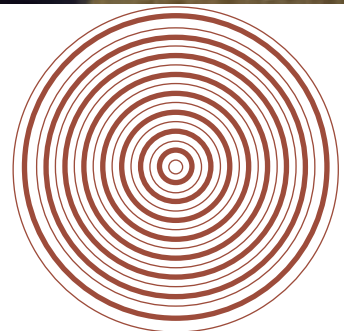


## TROW Group *Co-Founder & CEO*


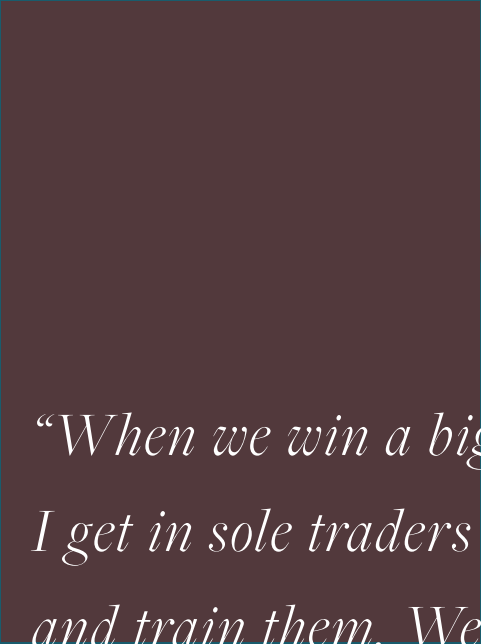
*TROW Group have been championing deconstruction in Aotearoa alongside partners such as Auckland Council and Kāinga Ora. They started with one small contract to soft strip an office and now they're doing residential deconstructions of entire streets. This video was filmed pre-covid restrictions for Amotai; Aotearoa's supplier diversity intermediary of which TROW Group is a supplier member.*



Leading the way in  
deconstruction.

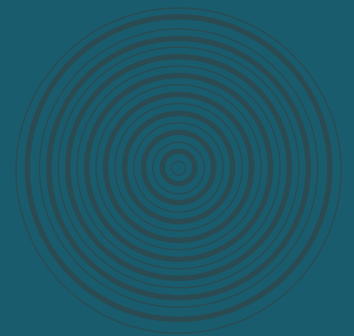






*“When we win a big contract, I don’t employ more people, I get in sole traders and small to medium-sized enterprises and train them. We bring others in. We involve them in the decision-making and give them a taste of being on top. It’s not about employing more labourers but creating more entrepreneurs.”*

Saia Latu, CEO of TROW Group





Construction waste accounts for 40-50% of waste to landfill. TROW Group (TROW), a Pasifika owned business, has created a new service of deconstruction and salvage, carefully deconstructing buildings so resources can be reused.

In a 2021 deconstruction contract with Kāinga Ora, TROW diverted 93% of 204 tonnes of materials from landfill. This enabled them to send nine 40m<sup>3</sup> containers full of quality reusable materials to Tonga to support community rebuilding initiatives. A further 118 tonnes of material was recycled. This one contract demonstrates the scale of positive impact that deconstruction has both environmentally and economically.

Due to the growing employment demand in this emerging industry, TROW, supported by The Southern Initiative and Oceania Careers Academy, have developed the country's first micro-credential qualification in deconstruction.

Originally an established civil works business, TROW saw a gap in the market four years ago and pivoted to deconstruction, becoming one of the region's largest deconstruction enterprises. With their unique ecosystem of innovation and collaboration, TROW have played a pivotal role in growing demand for deconstruction and salvage services. Their operating model not only employs and upskills Māori and Pasifika peoples, from on-the-tools to quantity surveying jobs, but also encourages and mentors future entrepreneurs.

TROW's circular and 'people first' business model has resulted in the creation of measures like the '70:30 principle', where 30% of all repurposed materials are donated to community projects across Aotearoa and the wider Pacific.

#### **THE CONSTRUCTION WASTE DATA:**

- *Auckland produces 600,000 tonnes of construction and demolition waste that is sent to landfill each year*
- *Up to 50% of landfill comes from construction and demolition waste*
- *Deconstruction has a very high diversion rate. On average, about 87% of materials from residential deconstruction can be diverted away from landfill*

# Te piringa taiao

## *The ecosystem*



*“A business ecosystem is just like the natural ecosystem; first, it needs to be understood, then, needs to be well planned, and also needs to be thoughtfully renewed as well.”*

Pearl Zhu (2018) Digital Maturity: Take a Journey of a Thousand Miles from Functioning to Delight



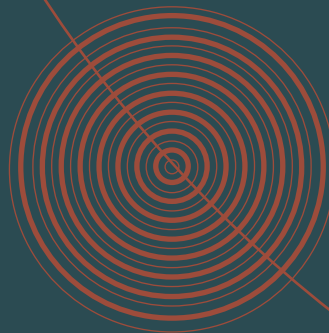




## Sina Cotter Tait

### Collective Success *Director*

*"I would point to this project being a milestone. It's a brilliant opportunity to embed indigenous knowledge and values to the traditional process of construction – because it's not just what we build: it's how and why we build, and who builds it and benefits from it. The thing I'm really buzzed about is that this is a unique project led by, designed by, constructed by, and for, Māori and Pasifika – and I don't know if that's ever been done before. The way I see it, it's a fundamental shift and glimpse into the future of infrastructure and construction for Aotearoa."*





## Ariana Paul Amotai *Manukura*

*"The demand-side is critical to market shaping and supplier diversity, and Amotai's job is to help buyers do that successfully. Although we're still emerging as a nation in coming to terms with supplier diversity, we're seeing leadership from local and central government agencies who understand the significant impact in diversifying their supply chains and connecting with Māori and Pasifika owned businesses. We're also seeing many more opportunities where agencies can proactively grow Māori and Pasifika businesses into new low carbon and circular economy products and services. These are sunrise opportunities that are hugely untapped - and where better to start than in the region where the vast majority of Māori and Pasifika peoples live."*



## Neil Pollett Green Bottle Company *Founder*

*"To move to a truly circular economy, food and beverage producers must take positive steps to change how they package their goods. Green Bottle has taken the first step by investing in proven glass bottle washing technology from Europe that allows us to reuse our drink bottles many times over, coupled with high-speed, high-tech post wash inspection technology. Green Bottle's first factory will be up and running in early 2022 servicing the Auckland market washing about 10 million bottles per annum. We are excited to see the launch of the government's Container Return Scheme (CRS). The CRS will help to normalise bottle returns across New Zealand by assisting in collecting and processing millions of bottles returned annually, all adding up to a reduction in both emissions and waste."*



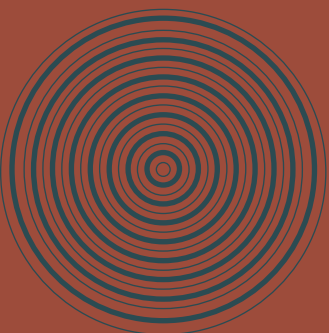
**Jason Wern**  
Finance HQ  
Owner

*"Having worked with many Pasifika businesses, I know that access to capital is a barrier to growth. Whether it's funding for new contracts or having working capital to support cashflow cycles. Having access to capital is difficult, especially for small businesses. If we could have funding to give Māori and Pasifika businesses access to capital, along with advisory services and mentorship, that would be a huge step towards creating profitable businesses and supporting the wider Māori and Pasifika communities."*



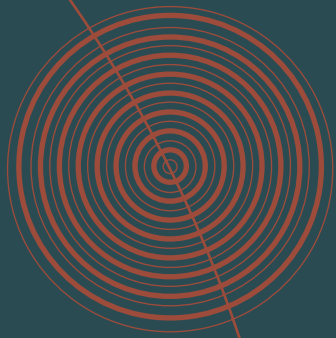
**Pam Ford**  
Auckland Unlimited  
Director

*"As the region's economic and cultural agency, we are very aware of the importance of creating economic opportunities for the people of south and west Auckland. Auckland Unlimited works to help create a regional economy that is more resilient, more sustainable and more inclusive for all our communities. That's why we're supporting initiatives that will give us the enduring and transformational change needed to ensure Tāmaki Makaurau is a world-class city that is innovative, creative, culturally dynamic and has economic opportunities for everyone."*



re  
Q

any Māori and  
now that access  
to business  
funding equipment  
providing sufficient  
support the business  
with the right mix  
for high growth  
and provide more  
and Pasifika  
capital, along  
such as business  
go a long way  
businesses and  
Māori and Pasifika



## Warner Cowin

### Height Project Management *Director*

*"We are a Māori owned business that specialises in high value project management, and it is something we are really good at – it's our expertise. What's exciting to us is bringing together all the Māori and Pasifika talent to really deliver a world class exemplar of how you could do a future-focused, large-scale endeavour like the Eco Park. We have the existing ecosystem of talent (engineers, finance, project management), all the ingredients are right here, and we are there to bring together all the elements in a robust way to execute the vision."*



## **Robert Reid** FIRST Union *President*

*"South Aucklanders have had very poor employment outcomes for decades. For example, 70% of employed people in Māngere are working 40-60+ plus hours per week and still have the worst incomes in the city. Despite the fact that they are working, they are still poor. As an emerging market, the circular economy has the opportunity to enable decent work and allow us to design jobs that fit people and not the other way around."*



## **Glen Harding Ruma** Independent Traffic Control *Director*

*"iTraffic has always strived to demonstrate kairangatira (excellence) in the business world. Recently we've commenced a bespoke Sustainable Business Accelerator Programme which will help measure our carbon footprint and waste in our businesses. We're focussing on: assets and buildings; procurement and supply chain; and our people. This will enable our sustainable direction and lead our company into the future alongside a movement of other Māori and Pasifika business. But to really accelerate decarbonising our businesses and making them more circular, we need investment support now."*





**Rachel Brown**  
Sustainable  
Business Network  
*Founder & CEO*

*"Our research shows that we are too slow in growing the circular economy and Auckland could be \$8.8 billion better off by 2030 if we quickened the pace. Through our networks and expertise in sustainability, The Sustainable Business Network has an important role to play in supporting the circular economy ecosystem to flourish."*



**Norm McKenzie**  
Māori & Pasifika  
Trades Training  
*Kaihautū*

*"If Auckland Inc. wants to grow a circular, regenerative and decarbonised economy at pace, we're going to need to grow a skilled workforce to power it. We can see lots of great employment opportunities in the green economy and we want Māori and Pasifika peoples to be the first ones to gain the new green skills of the future. This is what we want jobs to look like – dignified mahi that is decently paid, good for the planet and in high productivity, sunrise industries."*

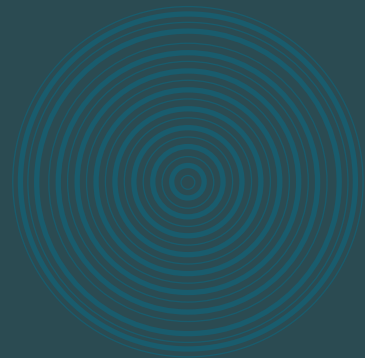
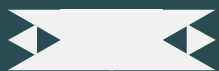





Ngā

whakahorohoro

*The challenges*





*“Humanity now faces a choice: we can continue down a path where our demands on Nature far exceed its capacity to meet them on a sustainable basis; or we can take a different path, one where our engagements with Nature are not only sustainable but also enhance our collective well-being and that of our descendants.”*

Professor Sir Partha Dasgupta (2021) The economics of biodiversity: The Dasgupta Review

## *Economic Inequality was worsening before COVID-19.*

Even before Covid, Auckland's economy was no rockstar if you were Māori or Pasifika; it was a system riddled with paradoxes and failure demand where a large proportion of our citizens just got left further behind despite the strong economic growth enjoyed by the rest of the city. Even without Covid, the slow violence of poverty and deepening inequality that has blighted south and west Auckland for decades was on a direct collision course with the existential threat of the climate emergency. Each will undoubtedly exacerbate the other.

### South Auckland life expectancy



MĀORI



PASIFIKA



NON-MĀORI  
/ PASIFIKA

**28%** of income into Māori households is from **social security transfers**, despite employment gains

**13 years** after the GFC, Māori + Pasifika incomes still not returned to **2006 levels**



Avg \$17k student loan debt for south Auckland young people (for mostly low value tertiary qualifications)



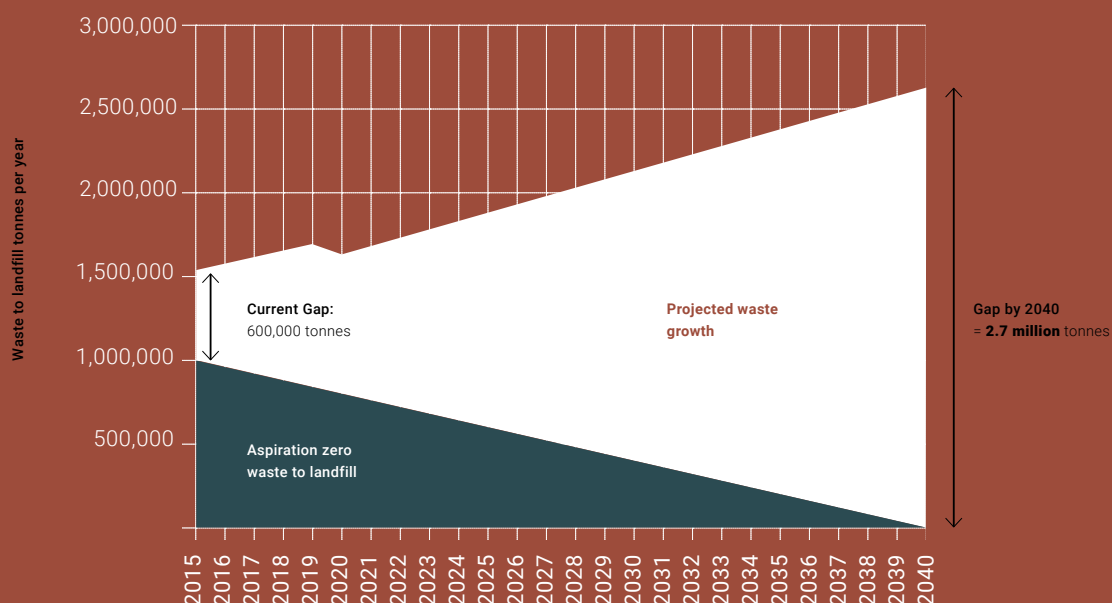
15,000 young NEET in south and west Auckland before Covid. That's more than the population of Tokoroa

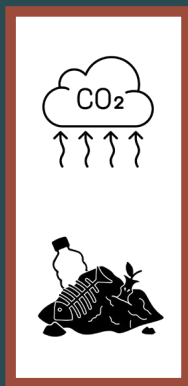
## Our *Waste Problem is Significant*

The Auckland Plan 2050 identifies climate change as one of the three key challenges facing Auckland, and we have also committed to becoming a zero-waste city. Waste to landfill is increasing not reducing and represents a significant and growing pressure on the environment. Landfills aren't just a wasteland of valuable resources, they're expensive to maintain, out-of-step with public opinion and undermine our 'clean, green' brand.

Given the scale of the problem, a radical rethink is needed to achieve the target of reducing total waste to landfill by 30% by 2027 and reaching net zero waste by 2040. If we don't do something catalytic, at scale, and urgently, we will fail in our goal to reduce waste to landfill, let alone meet our commitment to becoming a zero-waste city.

**Projected Waste to Landfill vs Auckland current WMMP target**





**367,000 TONNES  
OF CO2**

Landfill waste emits 367,000 tonnes  
of carbon dioxide every year



**1.64  
MILLION TONNES**

Goes to landfill every year. That is  
the size of Eden Park, to the height  
of 1.5 Sky Towers

Landfill consents start to **expire in just 9 years (2030)**



=

**\$73m**

Each year, Tāmaki Makaurau throws away  
up to **\$73 million** worth of materials that  
could be recycled

**\$185**

**PER TONNE**

**VS**

**\$435**

**PER TONNE**

It is currently cheaper to dump waste in landfill  
than alternative waste management solutions.  
**We could be investing this on better options  
and save money in the future**



# Te whakapātari

## *The provocation*





*“An urgent and material challenge facing Tāmaki Makaurau is delivering an equitable economic recovery.... we cannot simply aspire to return to the previous situation – an economy which was failing so many people and entrenching inequality across the well-being domains, resulting in a handbrake on productivity and putting the social fabric of our communities and the social contract at serious risk.”*

Auckland Council (2021) Te Mahere Whanake Ōhanga  
Economic Development Action Plan: The Auckland Council  
group’s role in Auckland’s recovery 2021-24





Covid-19 has tested the country like never before in recent history. Here in Tāmaki Makaurau, we are on track to have spent twice as long in level 3 or 4 lockdowns than anywhere else in the country. And some have borne the brunt more than others, exposing Auckland as a tale of two cities. We now have a choice to make about our rebuild; failing to ensure an equitable recovery will simply add to the many other chapters of market and public policy inertia, indifference and failure already embedded in south and west Auckland's story. This will be the test of our moral compass.

Covid has been repeatedly described as "unprecedented". And so too is the opportunity for real transformation. This is our chance to create an economy of mana and uncap the talents and potential of the largest Polynesian hub in the world. We can build a just and inclusive economy that is also circular and regenerative. But we need to act with urgency and determination.

South and west Auckland are brimming with talent. The businesses we work with, some of whom you've met in the previous pages, show us a glimpse of this potential. Just imagine what would be possible if roadblocks and discrimination were removed and replaced by smart investment and support at scale. And that's what we've envisioned in our three-point plan to back Māori and Pasifika business leadership in the circular economy.

This is a wero for the nation, and the stakes for all of us, and especially the people of south and west Auckland, couldn't be higher.



*Kua takoto te mānuka, kei i a  
tātou te tikanga.*

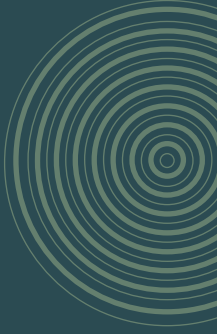
Tania Pouwhare (Ngāi Tūhoe)

General Manager

The Southern Initiative and The Western Initiative

# Te karanga

## *The call*



*He tohu aroha tēnei pukpuka mō ngā  
mahi nui me te pāuaua o nga iwi maha  
o Te Moana-nui-a-Kiwa. Arā ngā whetū  
kōhikohiko o te ao pakihi*

This lookbook is a testimony to the industry and tenacity of the many Māori and Pasifika peoples forging new pathways. They are our bright stars illuminating the world of enterprise and venture.

This is a trailblazing kaupapa, and, like all pioneering, it will be hard; there will be risk and uncertainty. But we are resolute in our determination to create better economic futures for south and west Auckland, Māori and Pasifika peoples, and all of us.

We can't do this on our own. So this is our call to action, inviting you to join us to, as Naomi Klein says, "grab the wheel of history and swerve toward the next system".

Whakapā mai ki [cspnz@aucklandcouncil.govt.nz](mailto:cspnz@aucklandcouncil.govt.nz) to connect.

Our sincere thanks to:

- MAU Studio and The Roots: Creative Entrepreneurs for creating this look book;
- No Six and The Hood and Co. for the videos;
- Artist Tracey Tawhiao for the palette, inspired by Māori goddesses and created for PPG Paints.

He mihi nui ki a koutou katoa.

Haumi ē, hui ē, tāiki ē!

Whiringa-ā-rangi 2021



# Creating shared prosperity through the circular economy

This look book was commissioned by the Community and Social Innovation team of Auckland Council.

Our mission is to support south and west Auckland to become prosperous, resilient places where tamariki and whānau thrive.

We are not in the business of BAU: our job is to demonstrate that a just, inclusive, circular and regenerative economy, where prosperity is equitably shared, is not just desirable but also possible. We do this through ground-up innovations, learning what it takes to achieve real and enduring socio-economic transformation and using our practice-based evidence to influence systems change and shape new markets.

You can find out more about us and our work on the new economy at [www.tsi.nz](http://www.tsi.nz).



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We hope you find it inspiring and useful :)