

Countdown New Brighton

Target Sustainability Programme

About the Company

Countdown New Brighton is a Progressive Enterprises Ltd supermarket located in New Brighton, Christchurch. The store sells general supermarket goods.

Introduction to the Project

Countdown New Brighton joined the Christchurch City Council Target Sustainability Programme in 2010. The Target Sustainability Programme supports businesses to reduce waste and to be energy and water efficient.

Countdown New Brighton's objective at the time of joining the programme was to reduce waste sent to landfill and to become more energy and water efficient.

Countdown New Brighton implemented a range of projects to reduce waste sent to landfill and to improve energy efficiency.

Key Achievements

- **Reduced waste sent to landfill by an estimated 45% (27.6 tonnes) per year.**
- **Reduced overall electricity use by an estimated 3.2% (38,400 kWh) per year, saving an estimated \$3,800 per year.**
- **Reduced lighting electricity use by an estimated 5% (36,400 kWh) per year, saving an estimated \$3,600 per year.**



Countdown New Brighton © Copyright

Waste Reduction Initiatives

Countdown New Brighton reduced the amount of waste sent to landfill by an estimated 45% (27.6 tonnes) per year (based on the weight of waste sent to landfill before and after initiatives were implemented)¹.

Countdown New Brighton implemented the following initiatives to reduce and recycle waste:

- Ensured that the waste service provider recorded the weight of waste sent to landfill so the store could measure the improvement made through implemented initiatives.
- Implemented an organic waste collection system for produce, butchery and deli waste. A commercial collection service provider is taking this waste to the composting facility operating in Christchurch.
- Implemented a paper recycling collection system for non-confidential paper. The store has installed paper recycling collection units in the office and in the store room.
- Implemented a co-mingled recycling collection system in the staff cafeteria for plastic containers, glass bottles, metal cans and newspaper.

- Implemented a plastic recycling collection system to recycle polystyrene, coreflute boxes and plastic strapping.
- Implemented a polystyrene container collection system where containers were taken back to fish and meat suppliers for reuse.
- Minimised wastage by improving its "reduce to clear" policy and practices. This was achieved by improving stock control and "reduce to clear" pricing systems.

¹ The calculations are based on figures supplied by the waste collection service provider and compare the period 2009/2010, which is the period when the organisation joined the programme, and the 2013/2014 period, which is the period when the majority of the recycling initiatives were implemented. The 2013/2014 annual estimates are based on 6 months of real data and 6 months of extrapolated data.



Polystyrene containers for reuse © Copyright



Paper and co-mingled recycling bins © Copyright

Energy Efficiency Initiatives

Countdown New Brighton reduced its overall electricity use by an estimated 3.2% (38,400 kWh) per year, saving an estimated \$3,800 per year.

Countdown New Brighton implemented the following initiatives to increase energy efficiency:

- Implemented a half lighting policy between 9pm and 7am for all lights in the main retail area during the shelf stocking time period. This initiative corresponds to an estimated lighting electricity saving of 5% (36,400 kWh) per year, saving an estimated \$3,600 per year (based on installed lighting capacity in the main retail area).
- Insulated 2 metres of an exposed domestic hot water pipe to reduce the amount of heat lost through the pipe. It is estimated that installing this insulation saved 2,000 kWh (\$200) per year (based on first principle thermodynamic loss calculations for this length of 30mm diameter 60°C pipe).



Organics recycling bin © Copyright

Summary

Since joining the Target Sustainability Programme, Countdown New Brighton has implemented a range of projects that have resulted in a significant reduction in waste sent to landfill and an improvement in energy efficiency.

“Target Sustainability helped us assess the resource efficiency status of our operations, and provide guidance and support with the implementation of waste minimisation and energy efficiency initiatives. This proved to be valuable input in terms of cost savings and improving our environmental performance.” Leon Jarden, Countdown COB Manager.

Countdown New Brighton plans to continue to look for ways to reduce and recycle waste and to implement further energy efficiency projects.

Want more information?

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