

**CLEVER
GREEN**



DECEMBER 2020



REMIX PLASTIC

www.remixplastic.com

2020 IMPACT REPORT

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SUMMARY

For the past 2 years Remix Plastic has promoted sustainable consumption, circular systems and supporting local business. The Covid-19 pandemic has brought these issues to the forefront of consumers' minds as the vulnerability of global supply chains was highlighted.

The focus on supporting local businesses has resulted in a shift in the purchasing behaviour of Kiwis and this was experienced by Remix Plastic after Jacinda Ardern wore a pair of our Huia Feather Earrings. The resulting spike in sales allowed us to expand the business, purchase a laser cutter and hire local staff.

More importantly, the growth of our audience and its shift into the mainstream has enabled us to raise awareness about plastic waste, ethical fashion and conservation.

2020 has been a big year for Remix Plastic and we have been overwhelmed by the support of our customers and partners. Thank you all!

Anthea Madill
Founder / CEO



A handwritten signature in black ink, which appears to read 'Anthea', followed by a period. The signature is written in a cursive, flowing style. It is positioned to the right of the circular portrait and above the light blue horizontal bar.

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ABOUT US

The **vision** of Remix Plastic is to foster sustainable behaviour and a circular economy. This vision gives us the focus to carry out our **mission** of providing education that encourages and empowers individuals to make sustainable changes.

Our Targeted Actions:

- 1) Reduce single use plastic consumption through hands-on education
- 2) Engage the community in local circular economy practices
- 3) Provide a positive sustainable vision for the future so that individuals can see the opportunities to create a better world.

This vision and mission statement is a broad overarching approach to sustainability education that allows us to seize opportunities as they arise. We have found ways to communicate and engage people in a range of mediums; from blogs, articles and presentations to radio shows and podcasts. We want to reach as many people via as many avenues as possible. Our aim to empower people to make changes drives us to always use positive and inviting messaging to ensure we don't cause people to disengage with environmental conversations.



Remix Plastic supports these Sustainable Development Goals. For more information visit the UN Website or see the Guidelines.

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NUMBERS

We have sold over 6,000 products, 95% of which were made from recycled plastic

Over
6,000
Products

We are proud to have the opportunity to support incredible groups and causes through the sale of our products.

Over
\$1,600
Donated

Remix Plastic's products and stories reached over 200,000 people online.

Over
200,000
People Reached

We have recycled over 15kg of plastic, diverted waste in the form of reuse and reduced the waste production through education and source reduction.

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SIGNIFICANT EVENTS

The Covid-19 pandemic led to a four week lock down period where we did not have access to the library resources and machinery and could not host in-person events.



New Zealand Prime Minister, Jacinda Ardern wore our recycled plastic Huia Feather Earrings during Labour's funding announcement for the arts.

Post Covid, New Zealanders started actively supporting local companies and purchasing NZ made products. This was made easier through platforms such as Felt and FB groups like Choicee.



Accepting the limitations of waste, we announced our popular products are now limited edition. We also introduced a 'Foundation Range' of products that we can make from any plastic that we have.

In November we launched the second NZ Native bird feather product inspired by the Tui. Proceeds from sales are going towards habitat restoration through Trees the Count.



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PRODUCTS

RECYCLED PLASTIC

Our pieces are made from local plastic waste diverted from landfill and are embedded with the concepts of kaitiakitanga and circular economy. Because the pieces carry a sustainability story they are a tangible way to engage people in sustainability.

Many of our accessories are made from 3D printer waste PLA (Polylactic Acid). Because PLA is a bioplastic made from plants, its production has a lower carbon footprint than traditional petroleum-based plastics and it is technically commercially compostable. But unfortunately PLA isn't accepted by any composting facilities in New Zealand which means that the waste just becomes more plastic rubbish.

Not only are our products made from waste, we design them to produce as little waste as possible. This aligns with our goals of fostering a circular economy by designing out waste and pollution and keeping products and materials in use as much as possible.

Learn more in the full article [here](#)



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HUIA FEATHER EARRINGS

In May 2020 Jacinda Ardern wore a pair of our Huia Feather Earrings during an announcement about funding for the arts.

The announcement, which came after the four week COVID-19 lock-down, generated nationwide publicity for Remix Plastic after the story about the earrings was featured on 1News, in Stuff and The Press.

This publicity allowed Remix Plastic to reach a mainstream audience for our sustainability messaging, providing a powerful platform to engage the general public in conversations around plastic waste and sustainable fashion.

See our story in the media [here](#).



STORYTELLING

THE SUSTAINABILITY STORY EMBEDDED IN THE HUIA FEATHER EARRINGS HAS REACHED A MAINSTREAM AUDIENCE.

“Really interesting to know the full story behind what I thought were just a pair of recycled plastic earrings.”
- Shane

Remix Plastic's mission is to provide education that encourages and empowers individuals to make sustainable changes. Through the popularity of the Huia Feather Earrings we have been able to:

- bring awareness about plastic recycling, ethical fashion and conservation into the mainstream.
- tell the story of the unintended consequences that can arise when sustainable practices aren't integrated into our desire for new things.
- encourage people to think about their purchases and what the environmental consequences of those purchases are.
- show that something beautiful can be made out of recycled plastic
- illustrate circular product design in practice
- highlight the possibilities of Made in NZ products and how they can support the wider local economy.

FEEDBACK ON STORYTELLING

OUR STORYTELLING GAVE THE HUIA FEATHER EARRINGS VALUE ABOVE JUST BEING A FASHION ACCESSORY

“So awesome to see the bigger picture behind the earrings communicated in the piece and communicated so well!”

- The Rubbish Trip

“Beautiful mahi toi Anthea, I love that the work reuses/diverts waste destined for landfill...and also highlights the plight of the beautiful Huia at the hands of hunters and predators. Many lessons for all of us, now and in the future” - Maureen, Hapa.

“Love these, so awesome that you’re using PLA wastage to create beautiful jewellery!” - Susan

“These are gorgeous. Resilient too. I couldn’t ever keep actual feathers in good condition and it respects an extinct bird. For me these represent the Mana of my Ancestors and New Zealand history. I would wear them with pride.” - Nadira

OUR VALUES

When situations arise that may require some compromise on our environmental efforts, we critically weigh up whether the potential for positive engagement outweighs the impacts.

For example, we do not advocate recycling as a solution to plastic waste but we feel that small scale plastic recycling is a tangible way to engage people in the conversation about commercial recycling systems.

There are some values that we will not compromise on including international shipping, and raw materials.



OUR VALUES

INTERNATIONAL SHIPPING

International enquiries for Huia Feather Earrings led to Remix Plastic having to decide whether to ship internationally - a decision we found easy to align with our values.

Even when as many recycled materials as possible are used, everything we produce consumes some of the earth's resources. It would be hypocritical for Remix Plastic to talk about reducing consumption while at the same time selling the earrings internationally - where the carbon produced through airfreight would negate any environmental benefits of the recycled plastic.

Selling the earrings internationally would be repeating the tragedy of the extinction of the huia - using NZ's precious resources as an international fashion accessory.

Learn more in the full article [here](#)

"Huge respect for Remix Plastic for how they've handled this situation. It's a bold move - especially during a financial downturn - but it's the right move. This is how brands behave when they're confident in their message and mission."

- Jonathan

OUR VALUES



ACCEPTING THE LIMITATIONS OF WASTE

Because Remix Plastic will never make products from virgin plastic (no matter how high the demand) our supply chain is dependent on waste from other projects. The popularity of the huia feather earrings meant that we outstripped the supply of waste PLA and ran out of stock. Many people commented that they were surprised that we didn't just purchase virgin PLA to keep up with demand. But for Remix Plastic, that would have been completely at odds with our philosophy.

With this, we introduced two product ranges; the Limited Edition products, which are made as plastic is available, and the 'Foundation Range', those products that we can make from any waste we have.

Learn more in the full article [here](#)

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PACKAGING

We are mindful of our packaging and use recycled and recovered materials where ever possible.

- Product cards are printed on recycled material
- Packaging material is salvaged paper from Creative Junk
- Postage boxes are 100% recycled cardboard



ENERGY AND TRANSPORT

We use 100% renewable energy provided by Ecotricity.

Our company vehicle is a 100% electric Nissan Leaf from our partner, EV City.





CONTRACTORS

Provided work for 3 contractors
Pay at least a living wage



DONATIONS AND SPONSORSHIP

Donated to organisations including:

- [Creative Junk](#)
- [Special Children's Christmas Party NZ](#)
- [Mindful Money](#) crowdfunding campaign
- [Home and Family](#)
- [Te Puna Auaha](#) crowdfunding campaign
- [Trees that Count](#)
- [Catholic Women's League](#)
- [Ethically Kate](#) tour

EDUCATION PROJECTS AND ACTIVITIES

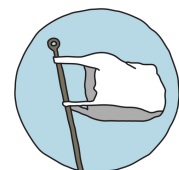


- So Circular- radio show and podcast on PlainsFM
- Environmental Business Assessment
- CCC submission
- Turanga Creative in Residence

MEMBERSHIPS



CAMPAIGNS



#circularmønday

PRECIOUS PLASTIC

FUTURE

NEW PRODUCTS AND MORE STORIES

As a social enterprise, Clever Green has been established with a long term outlook. Sustainable systems have been embedded in the business from the beginning, allowing us to be resilient to external changes.

The COVID-19 pandemic and accompanying four week lock-down highlighted environmental and social issues, making people more receptive to the conversations Remix Plastic was already having.

2020 has brought great opportunities for Remix Plastic to engage a mainstream audience with environmental issues. In 2021 we will continue to produce more products from plastic waste, and embed them with the concepts of kaitiakitanga and circular economy.

We will continue to educate on the problems that are arising due to climate change and will initiate and carry on conversations around plastic waste, ethical fashion and conservation.

