

A background image of yellow flowers on a dark branch. In the foreground, two earrings are hanging from the branch. The earrings have silver-colored hooks and a reddish-brown top section with a scalloped edge, and a yellow, petal-like bottom section.

REMIX PLASTIC

www.remixplastic.com

2021 IMPACT REPORT

Prepared by: Anthea Madill

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SUMMARY

For Remix Plastic, 2021 has been another huge year! We have been able to continue our impact; through new products and by seed funding a new company: EcoSplat reusable water balloons.

Our limited edition products, namely our huia feather earrings, have continued to be popular and it has been an incredible experience meeting people that are wearing our products! The feeling of excitement hasn't at all dissipated!

We have adapted to the Covid 19 pandemic and accompanying lockdowns by transitioning all of our work online; continuing to educate on important environmental issues through social media, blogs, and the products themselves.

Through collaborations we have worked on campaigns around sustainable consumption, circular systems and supporting local business and we are fortunate to be a part of a range of incredible organisations working in this space.

EcoSplat has kicked off for summer and we are now busy working on two projects alongside one another, maximising our impact! We have been overwhelmed by the support of our customers and partners. Thank you all!



Anthea Madill
Founder / CEO

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BACKGROUND

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

Over 5,000 products

We have sold over 5,000 products, 95% of which were made from recycled plastic!!

Donated \$2,800

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

85% of customers

say they learnt something new in the process of purchasing from Remix Plastic

95% of customers

use their earrings as a way to talk to others about environmental issues!

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HUIA FEATHER EARRINGS

In May 2020 Jacinda Ardern wore a pair of our Huia Feather Earrings and has showcased them for numerous environmental announcements since.

This has not only given Remix Plastic a platform for our sustainability messaging, we have also seen the feathers now associated with Jacinda. See our story in the media [here](#).

“Your huia feather earrings are ICONIQUE now”

- Kev, Famine of Beauty

“Of course she had to be wearing your earrings! #iconic”

- Aimee Sullivan, Artist

“I used the feather to represent her leadership [and I] thought it would be symbolic of her international status as she's made your huia feather design famous all over the world.”

- Kathryn George, Digital Designer



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STORYTELLING

OUR SUSTAINABLE STORYTELLING IS OUR MAIN VEHICLE FOR EDUCATING CONSUMERS

Each new product from Remix Plastic has a story attached to it and we use various mediums to tell this story to consumers. Blogs, social media, newsletters and print media accompany each new product in our limited edition range.

95% *of customers surveyed said they use their Remix Plastic products to tell others about environmental issues.*

Our messaging has been effective in educating our customers about issues such as hard to recycle plastics, sustainable product design, fast fashion, conservation statuses of native species.



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NEW PRODUCTS AND THEIR STORIES



PĪWAKAWAKA / FANTAIL FEATHER EARRINGS

Fantails are successful native birds; we have used them to symbolise the success of our team of 5 million through Covid.

Made from Ice cream container lids (PP).

KŌWHAI EARRINGS

Only 8% of recyclable plastics get recycled. These earrings challenge consumers to switch to reusables when possible. “Like Kōwhai flowers you can burst into spring with a positive climate action, making small changes for big environmental change!”

Made from Ice cream container lids and single use bottles.



BLACK-BILLED GULL FEATHER EARRINGS

The Black-billed Gull is the most threatened gull species in the world and their numbers are still declining.

These earrings aim to make people aware of this conservation issue while using up waste plastic from our Huia Feather Earrings.

Made from waste 3D printer plastic from our Huia feathers earrings.



FEEDBACK

CUSTOMER SURVEY

We asked customers about their experience with Remix and the results have shown that we are doing what we set out to do; have our products empower people to engage with sustainability and be vehicles for discussions about the environment.

58%

have changed the way they **THINK ABOUT**, and

50%

have changed the way they **ENGAGE WITH** environmental issues

85%

say they learnt something new in the process of purchasing from Remix Plastic



TOP REASONS FOR BUYING FROM US

- 1 Made sustainably
- 2 NZ made
- 3 Liked the product and the NZ meaning

WE HAVE ENSURED WE ASKED CUSTOMERS WHAT THEY WANT AND LISTENED

Through social media and email campaigns, we engage with our audience to ensure we are taking on their feedback and ideas. Incorporating these into our work is important because we are adapting to the nationwide conversation around environmental work. Listening to our communities ensures we are in touch with what people are concerned about.

“[I am interested in] products aligned with the intersection between environmental issues and mana whenua”

”
- Sonya

RECOGNITION

**WE ARE HONORED TO HAVE BEEN RECOGNISED
FOR OUR WORK IN 2021**

Founder Anthea Madill has been announced a finalist in this year's Women of Influence awards, Business Enterprise category.



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DONATIONS AND SPONSORSHIP

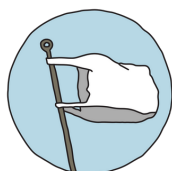
Donated to organisations including:



MEMBERSHIPS



CAMPAIGNS



PRECIOUS PLASTIC



OUR VALUES

Redesign of our Huia Feathers

We faced challenges around the supply of white plastic for our popular Huia Feather Earrings. After introducing limited drops when the plastic was available, we wanted to assess if it was worth exploring other options.

Our customer survey showed that of those not already taking environmental action, 81% of those surveyed changed the way they engage with environmental issues after purchasing from Remix Plastic. And that 84.5% of shoppers learned something in the process of buying from us - this showed us we were achieving what we were aiming for, so we updated the design of the huia feather earrings to allow us to scale up and fulfil demand.

While the original design was black and white plastic melted together, the challenges with running out of white plastic has led us to make earrings that are black with painted tips. They are still 100% recycled plastic and the process is as environmentally friendly as possible.



OUR VALUES

Inclusivity

We have been making reusable name tags for a couple of years now. They are laser cut from ice cream container lids which are not currently accepted in local recycling systems (Polypropylene, RIC 5, unrecycled plastic ice cream tub lids) into reusable name tags that also convey cultural and social information.

During the pandemic we have recognised that there are people with various circumstances that make wearing a mask a challenge. We decided to expand our range to include 'Hidden Disability Badges', providing a discrete way to communicate a disability.

These small name tags can be a vehicle for social change, not just around how we use and view waste but also through diversity and inclusion.



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ECOSPLAT REUSABLE WATER BALLOONS

72

Million

We have already sold enough reusable water balloons to replace 72million single use!

Seed funded by Remix Plastic

Off the back of our Huia Feather success in 2020 we decided to seed fund a project that we set up in 2019 with colleague, Helen Townsend (of The Rubbish Whisperer).

We are excited to have this ecofriendly toy on shelves in leading retailers around the country, making sustainability mainstream and providing environmentally conscious parents fun that aligns with their family's values. EcoSplat provides a way to embed sustainability into the lives of our tamariki.





FUTURE

ADAPTING TO THE NATIONAL AND GLOBAL CLIMATE CONVERSATIONS

We intend to adapt to the waste conversation as it progresses. This year we have seen big changes in Government policies such as Container Return Scheme, ban on hard to recycle plastics and waste reduction plans.

We aim to communicate what these proposals mean for Kiwi and how individuals and communities can engage with these.

Our customers have said they are keen for more:

- New Zealand / Kiwiana specific recycled products
- General recycled products
- More information about low waste product design and our processes

and we have started providing these already. We look forward to expanding the range of our products to continue telling these important sustainable stories.