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## Waikato uni plan takes on business waste



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An \$11 million University of Waikato-led research project aims to see environmental sustainability become a core focus of business waste.

The university has partnered with the Sustainable Business Network, Government agencies and Waste Management to help businesses build a circular economy through the launching of the Go Circular 2025 programme.

Circular economies strive to see business resources used for as long as possible to extract maximum value and when they reach the end of their service life, products and materials are then recovered and regenerated.

The programme will provide practical tools for businesses to shift away from a 'take-make-waste', linear economy to a place where waste, pollution and greenhouse gases are designed out of industries, materials are kept in circulation, and natural systems are regenerated.

Project partners include Āmiomio Aotearoa, led by the University of Waikato and funded by the Ministry for Business, Innovation and Employment (MBIE), the Sustainable Business Network (SBN), Ministry for the Environment, New Zealand Trade and Enterprise and Waste Management.

Dr Eva Collins said Āmiomio, launched in 2020, was a multidisciplinary project combining expertise across business, science and engineering to define what a circular economy is for Aotearoa using the principles of mātauranga Māori.

It was also exploring the barriers to circularity for businesses and designing products for the packaging and construction sectors from natural resources and materials currently landfilled.



**New Zealanders send 60kg of plastics per person to landfill every year.**

CAMERON BURNELL/STUFF