

# Product Stewardship for Packaging in Australia



Australian Toy  
Association



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Sustainability Manager

28 October 2020

# Today's topics for discussion...



- What is APCO?
- Packaging in Australia
- Designing packaging for circularity
- Educating consumers on sustainable packaging
- Packaging Innovation and other opportunities

# What is APCO?



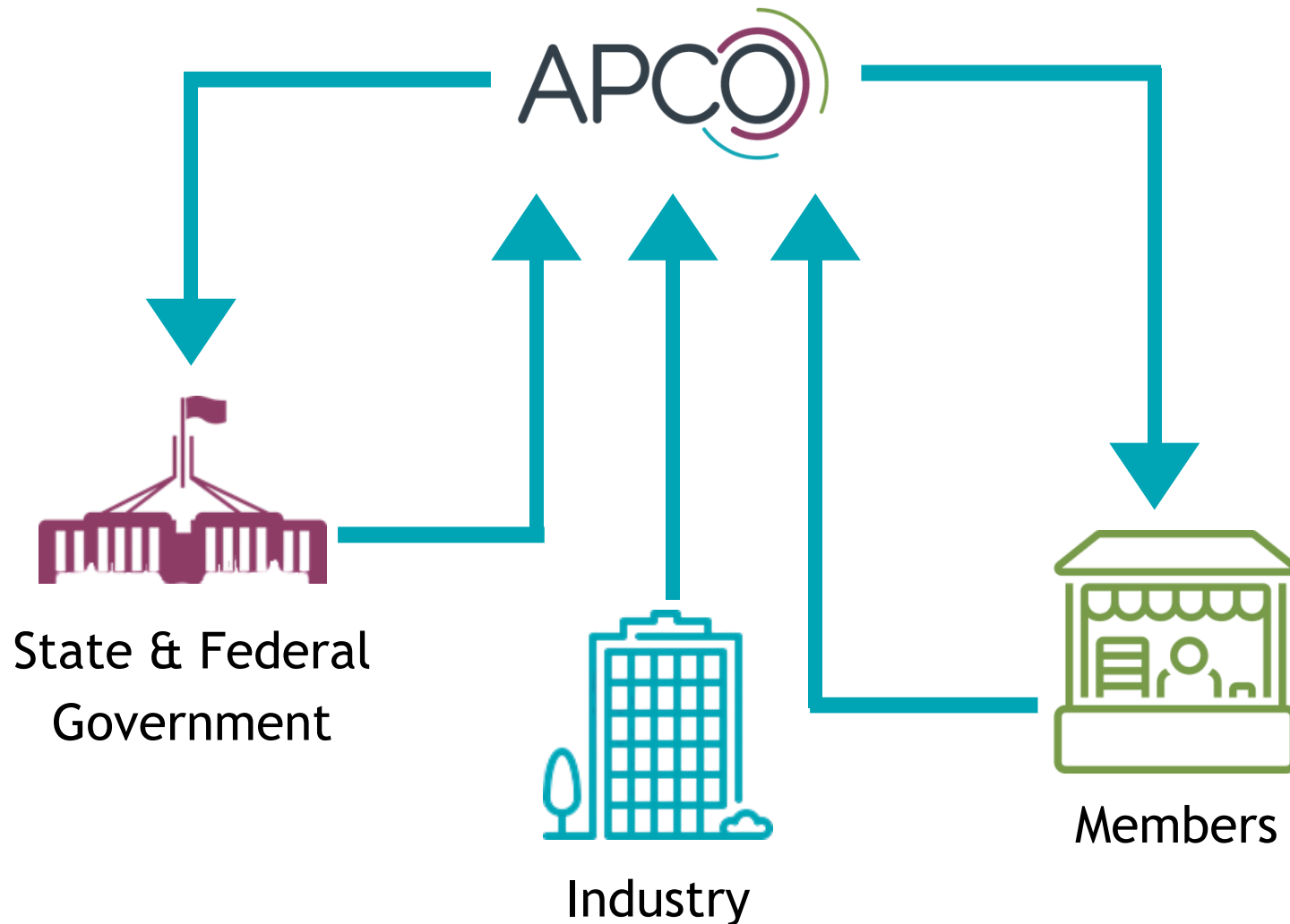
APCO is leading the development of a circular economy for packaging in Australia.

Our vision is a packaging value chain that collaborates to keep packaging materials out of landfill and retains the maximum value of the materials, energy and labour within the local economy. We are delivering this approach by focusing on three key areas:

- Designing packaging for circularity
- Improving collection and recycling systems
- Expanding markets for used packaging.



# Our Co-Regulatory Model



**Australian Packaging Covenant**

1 January 2017

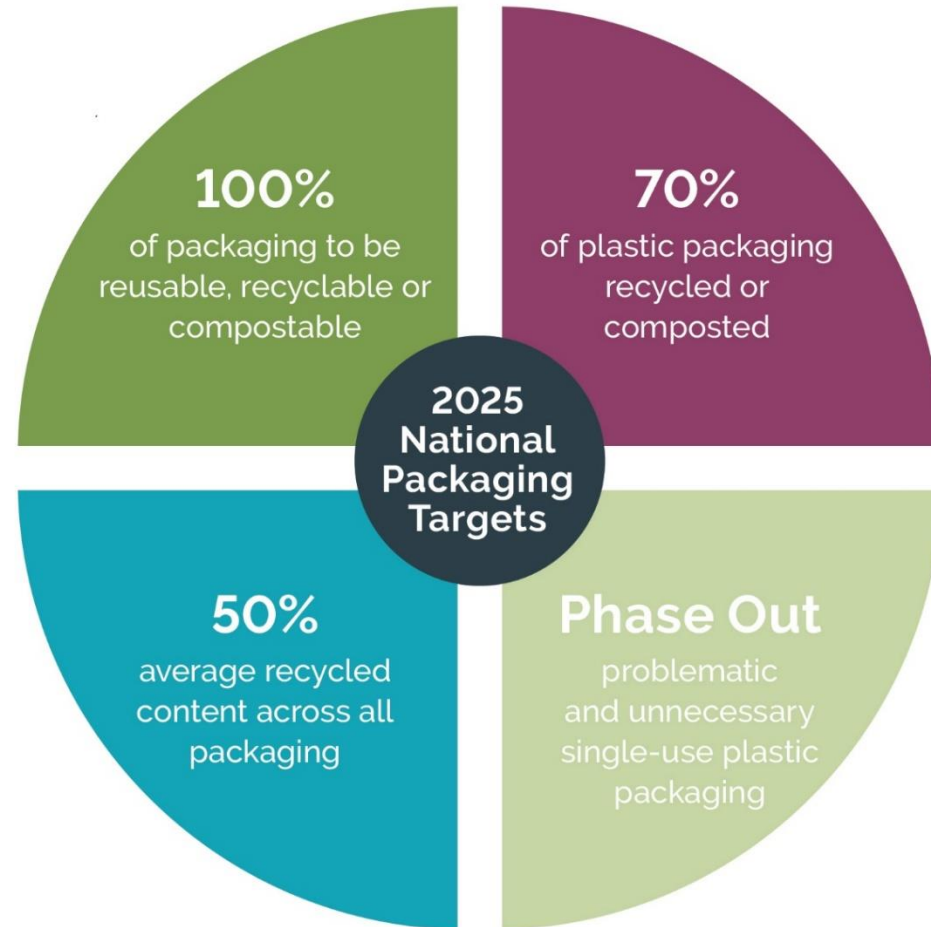
Replaces the Australian Packaging Covenant 2010

# 2025 National Packaging Targets



100% of packaging to be reusable, recyclable or compostable

50% average recycled content across all packaging



70% of plastic packaging recycled or composted

Phase out problematic and unnecessary single-use plastic packaging



focuses on four  
key areas



**Packaging design** We help organisations to create packaging that is reusable, recyclable or compostable in the Australian waste and recycling system.



**Systems** We help organisations to create the operational systems and capacity building required to make their packaging more sustainable.

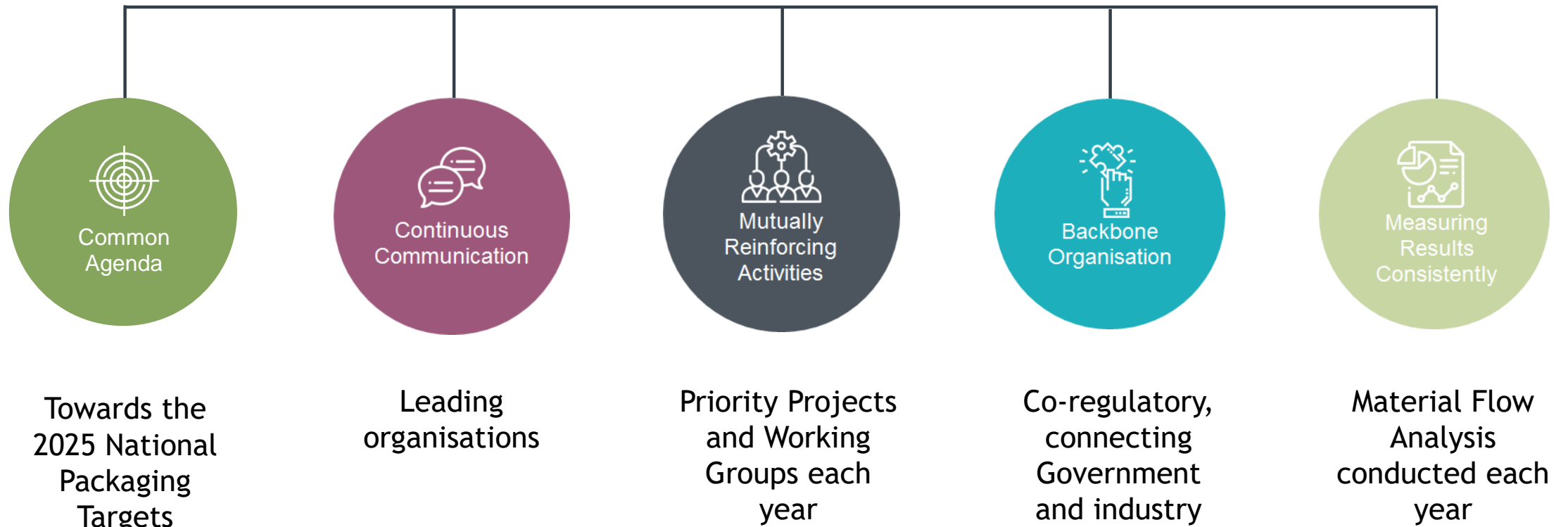


**Education** We drive the education required to empower businesses, stakeholders and their communities to change their approach to packaging.

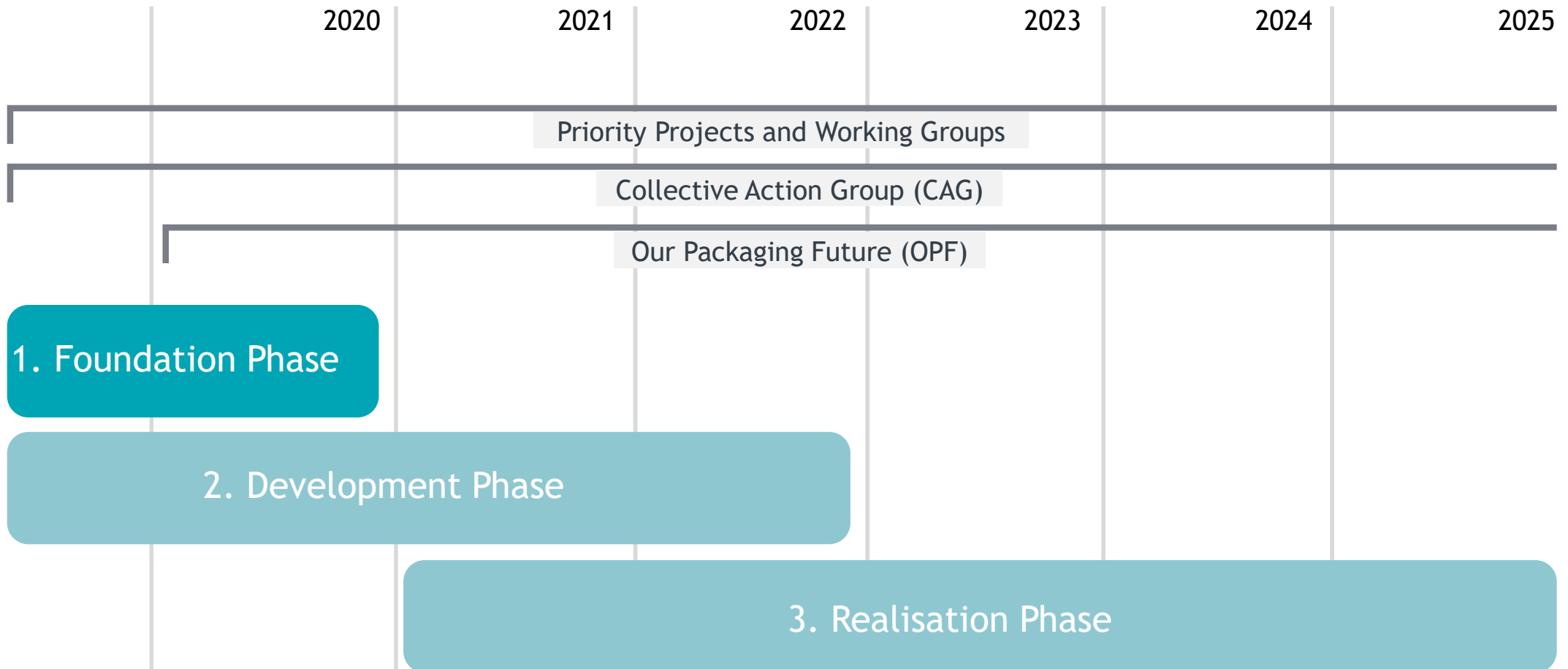


**Material circularity** We support the technological and market-place initiatives required to develop commercially viable outputs and end markets for recycled material.

# Collective Impact Model



# Reaching the 2025 Targets



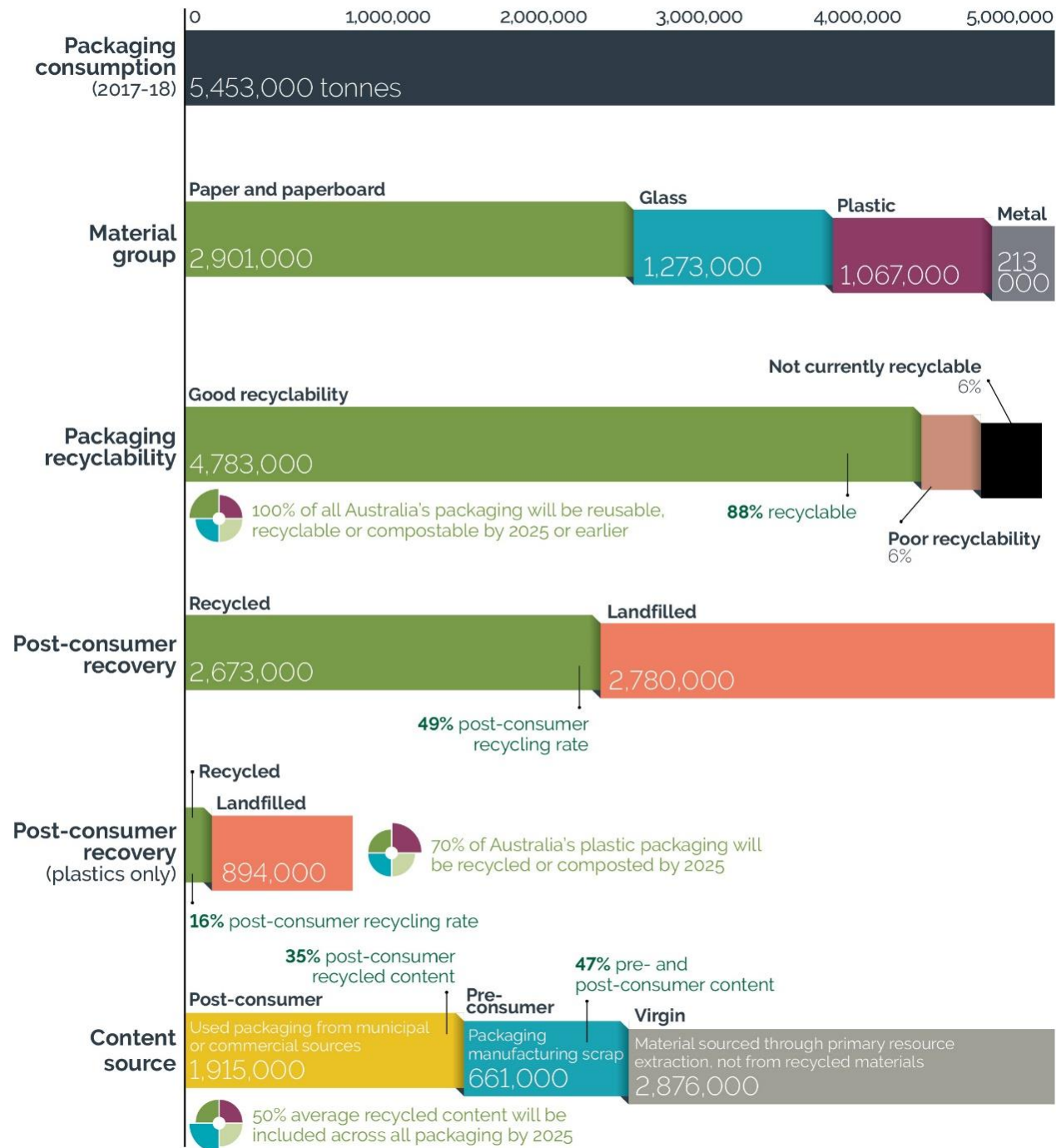


# Today's topics for discussion...



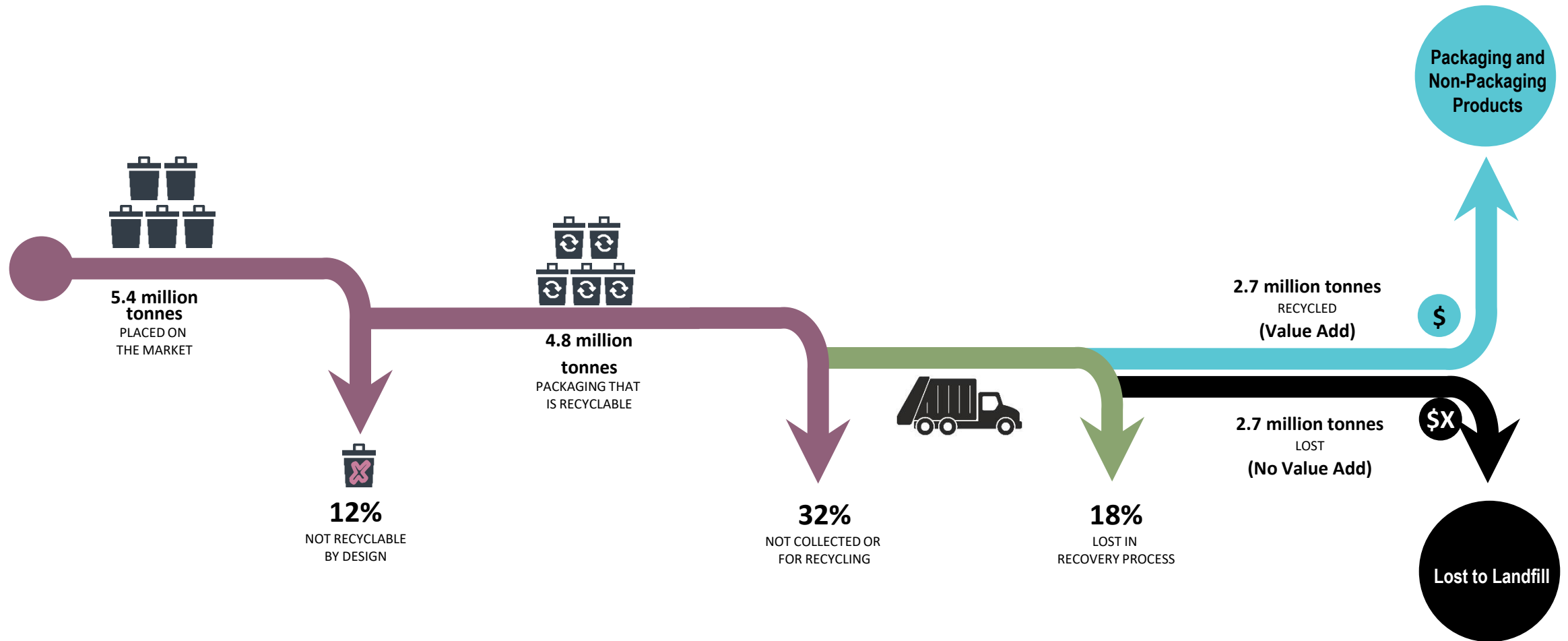
- What is APCO?
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# APCO 2017/18 Material Flows

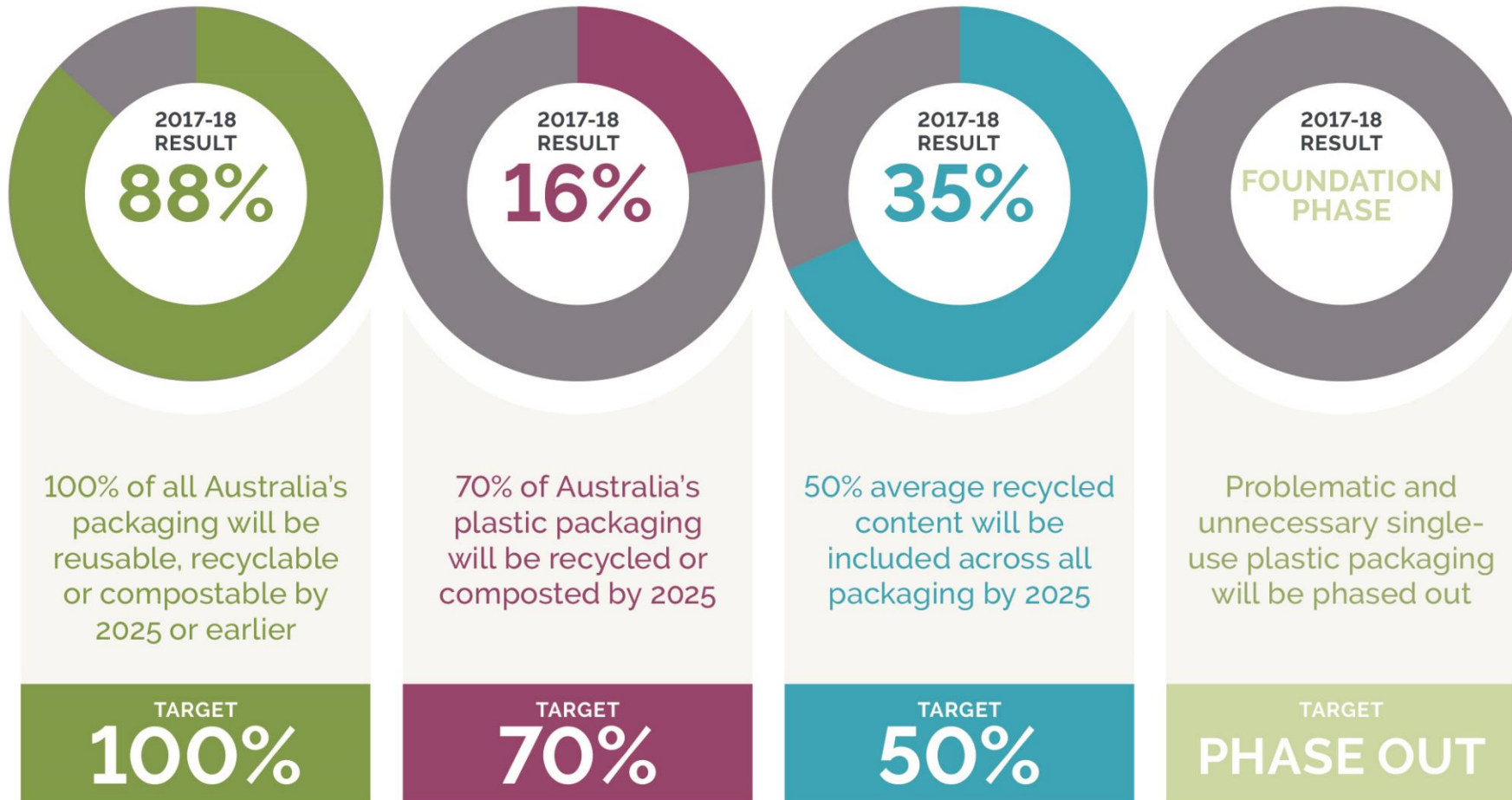


# The Problem:

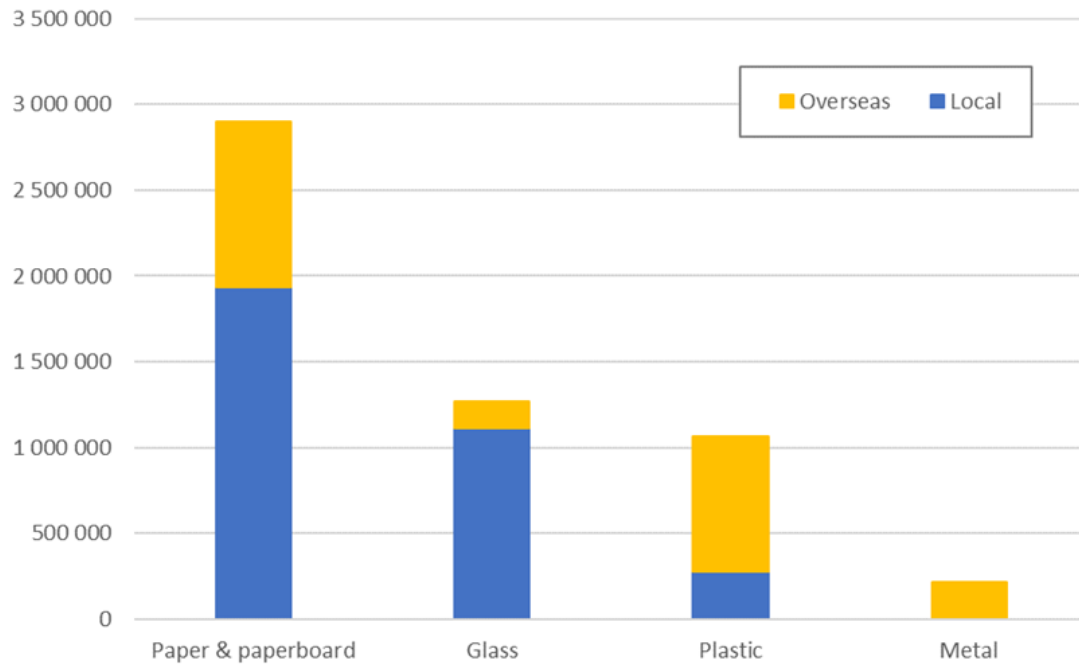
## Significant Losses in the Packaging Chain



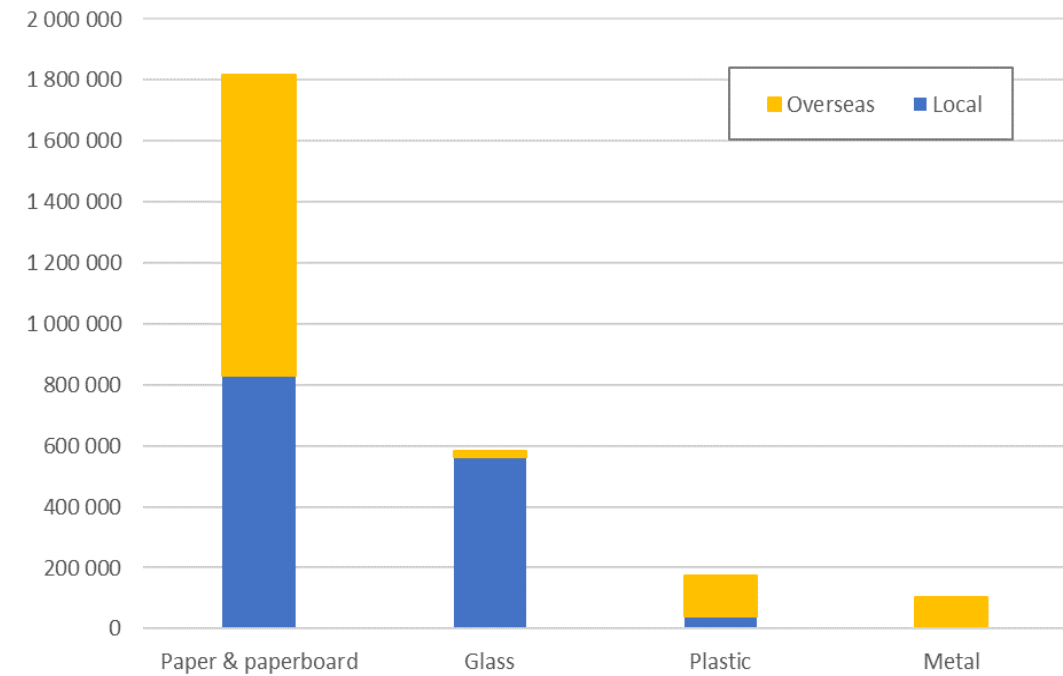
# How are we tracking?



# Material Source & Destination Rates - 2017-18



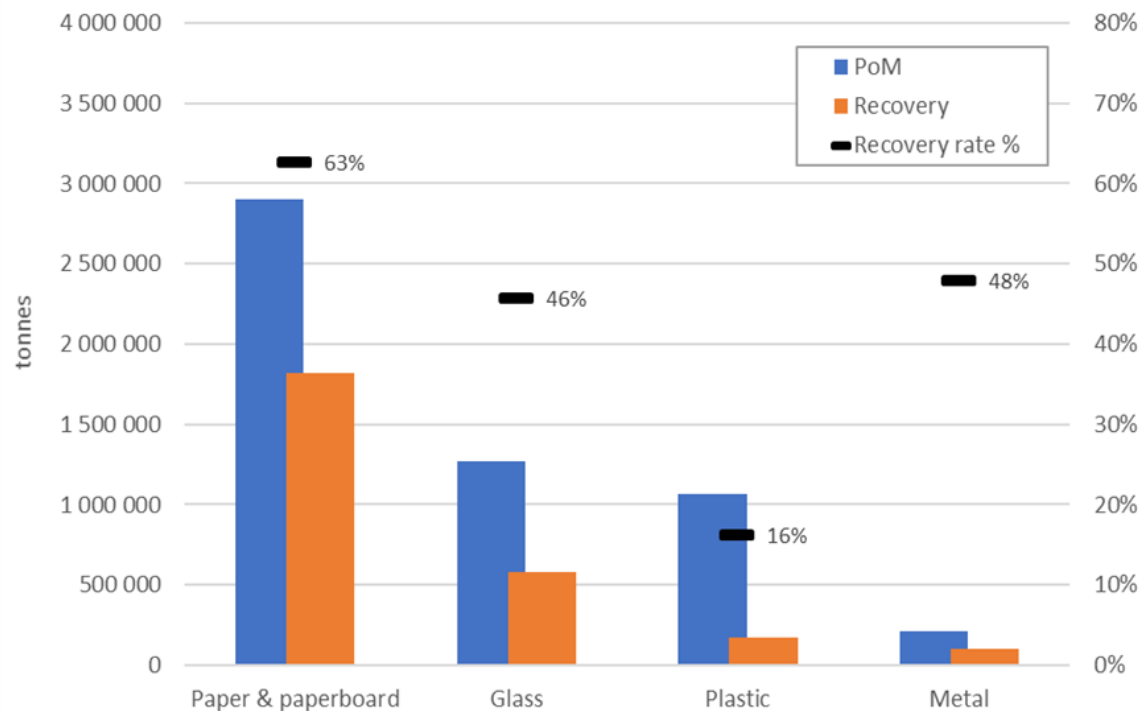
Where does our packaging material come from?



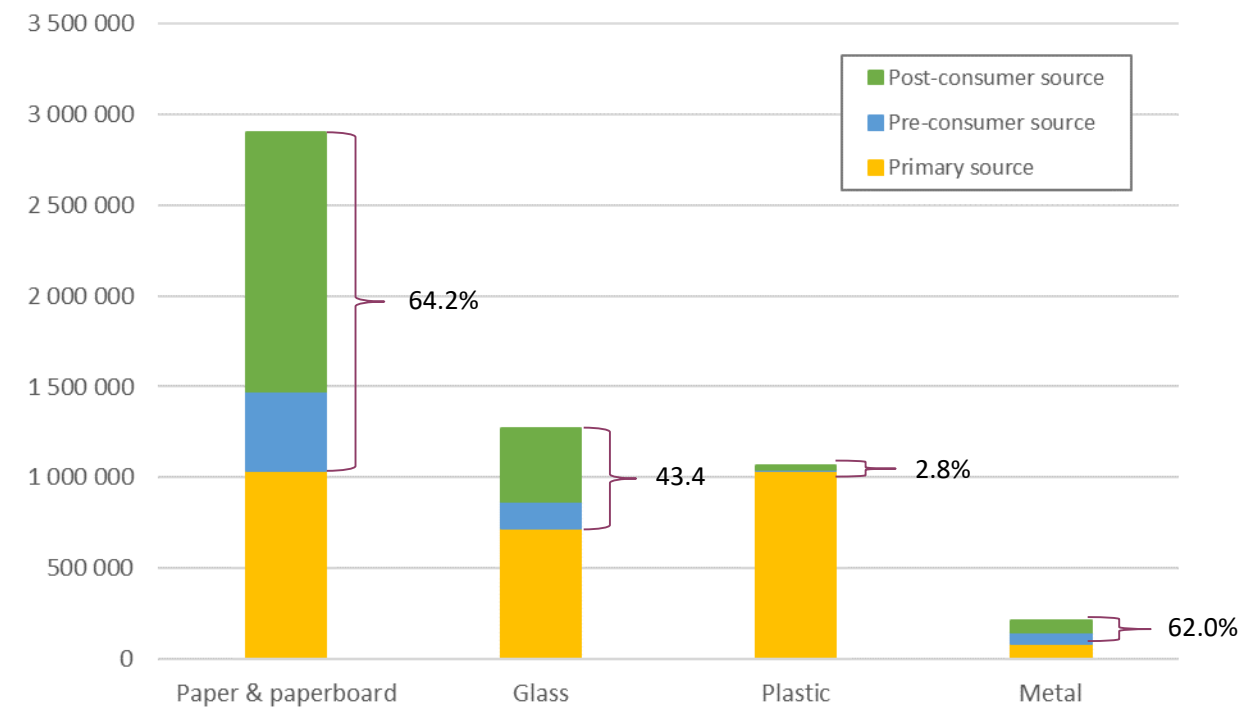
Where has our packaging material been going?

# Recovery Rates & Recycled Content - 2017-18

## Post-consumer recovery rate by material group



## Recycled Content by material group



Overall recycled content rate (pre- and post-consumer) ~ 47%

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# What is a Circular Economy?

## OUTLINE OF A CIRCULAR ECONOMY

### PRINCIPLE

1

Preserve and enhance natural capital by controlling finite stocks and balancing renewable resource flows  
ReSOLVE levers: regenerate, virtualise, exchange



Regenerate    Substitute materials    Virtualise    Restore

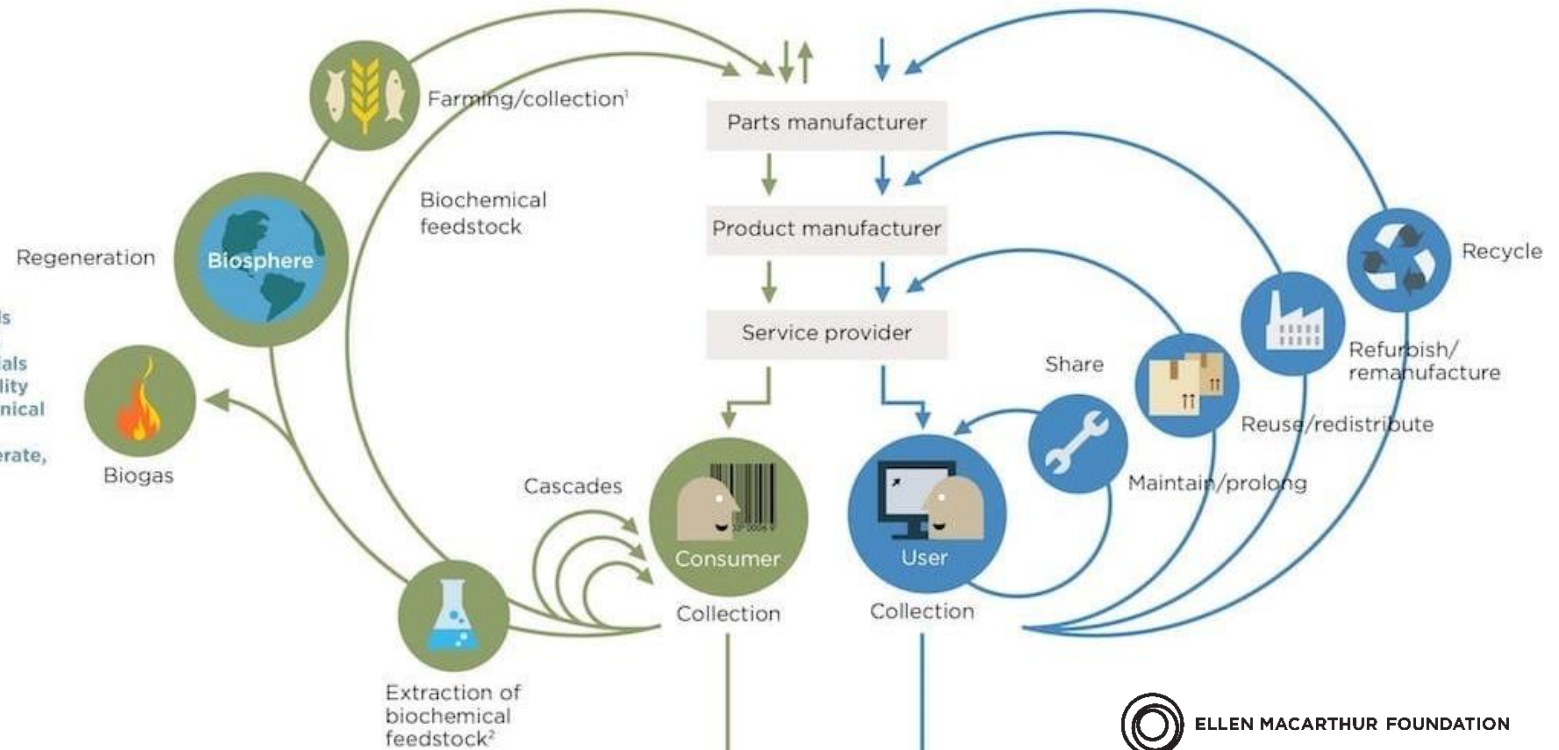
Renewables flow management

Stock management

### PRINCIPLE

2

Optimise resource yields by circulating products, components and materials in use at the highest utility at all times in both technical and biological cycles  
ReSOLVE levers: regenerate, share, optimise, loop



ELLEN MACARTHUR FOUNDATION

### PRINCIPLE

3

Foster system effectiveness by revealing and designing out negative externalities  
All ReSOLVE levers

Minimise systematic leakage and negative externalities

1. Hunting and fishing  
2. Can take both post-harvest and post-consumer waste as an input

Source: Ellen MacArthur Foundation, SUN, and McKinsey Center for Business and Environment; Drawing from Braungart & McDonough, Cradle to Cradle (C2C).



# Our Packaging Future (OPF) Vision

The whole packaging value chain collaborates to keep packaging materials out of landfill and maximise the circular value of the materials, energy and labour within the local economy.



# Collective Impact Framework



## OUTCOME ONE PACKAGING DESIGNED FOR CIRCULARITY

1.1 Reduce packaging through design and innovation

1.2 Phase out problematic and unnecessary single-use plastic packaging

1.3 Increase the proportion of reusable packaging

1.4 Design for material recycling

1.5 Design for compostability where appropriate



## OUTCOME TWO IMPROVED COLLECTION AND RECYCLING SYSTEMS

12.1 Standardise kerbside collection systems

12.2 Expand drop-off and take back systems for packaging

12.3 Improve the infrastructure for sortation and recycling

2.4 Educate households and businesses to source separate effectively



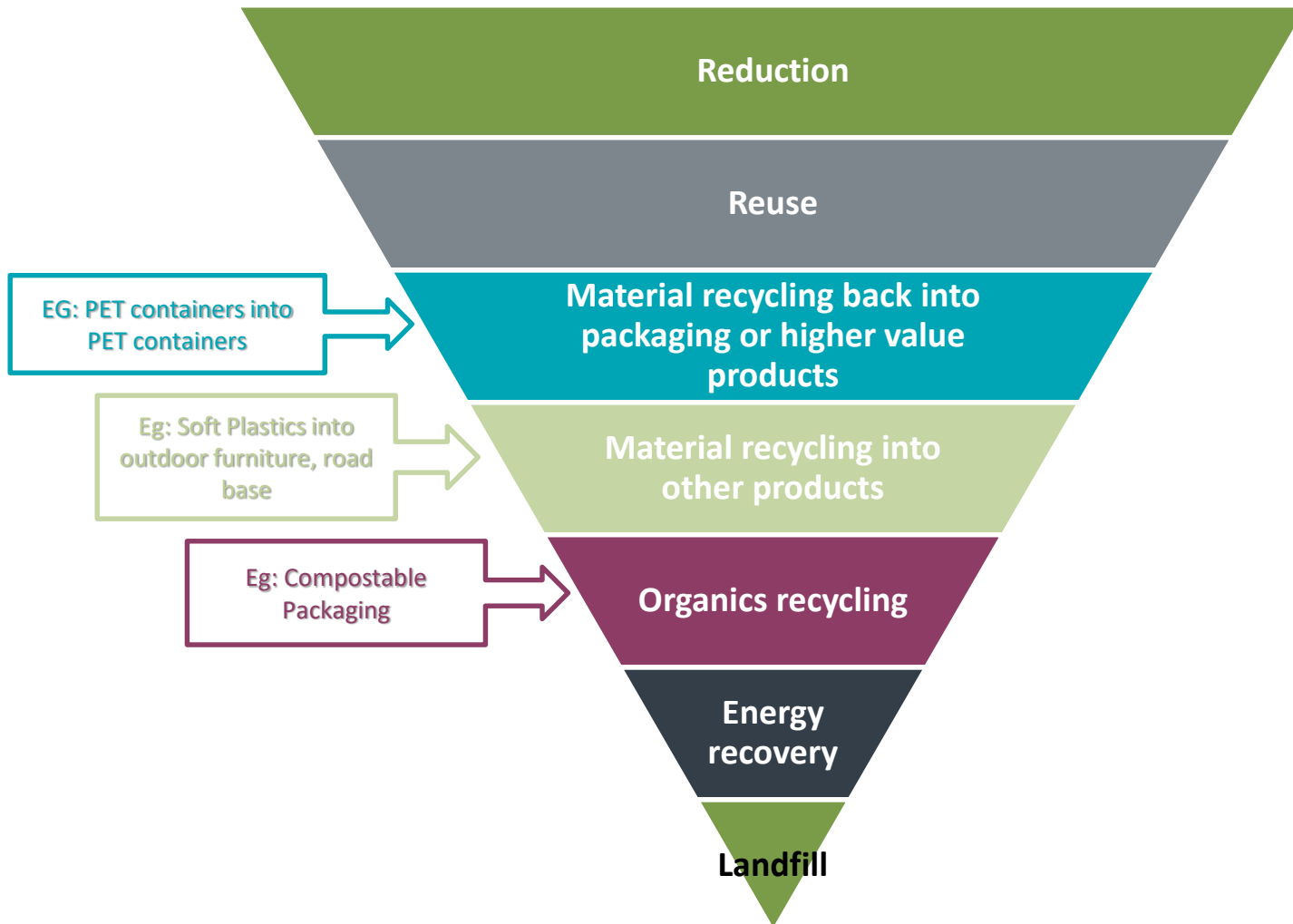
## OUTCOME THREE EXPANDED MARKETS FOR USED PACKAGING

3.1 Increase recycled content in packaging

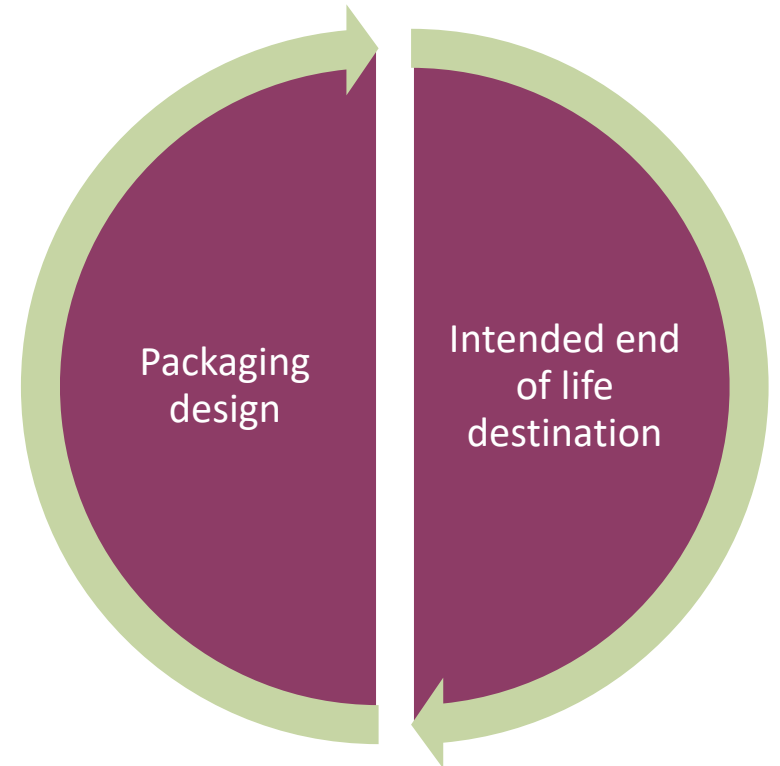
3.2 Increase use of recycled packaging materials in other products and civil construction

# Key Principles for a Packaging Circular Economy

## THE WASTE HIERARCHY



## SYSTEMS THINKING



# The Packaging Value Chain



# Sustainable Packaging Guidelines

**1**

**Design for  
recovery**

**2**

**Optimise material  
efficiency**

**3**

**Design to reduce  
product waste**

**4**

**Eliminate  
hazardous  
materials**

**5**

**Use recycled  
materials**

**6**

**Use of renewable  
materials**

**7**

**Design to  
minimise litter**

**8**

**Design for  
transport  
efficiency**

**9**

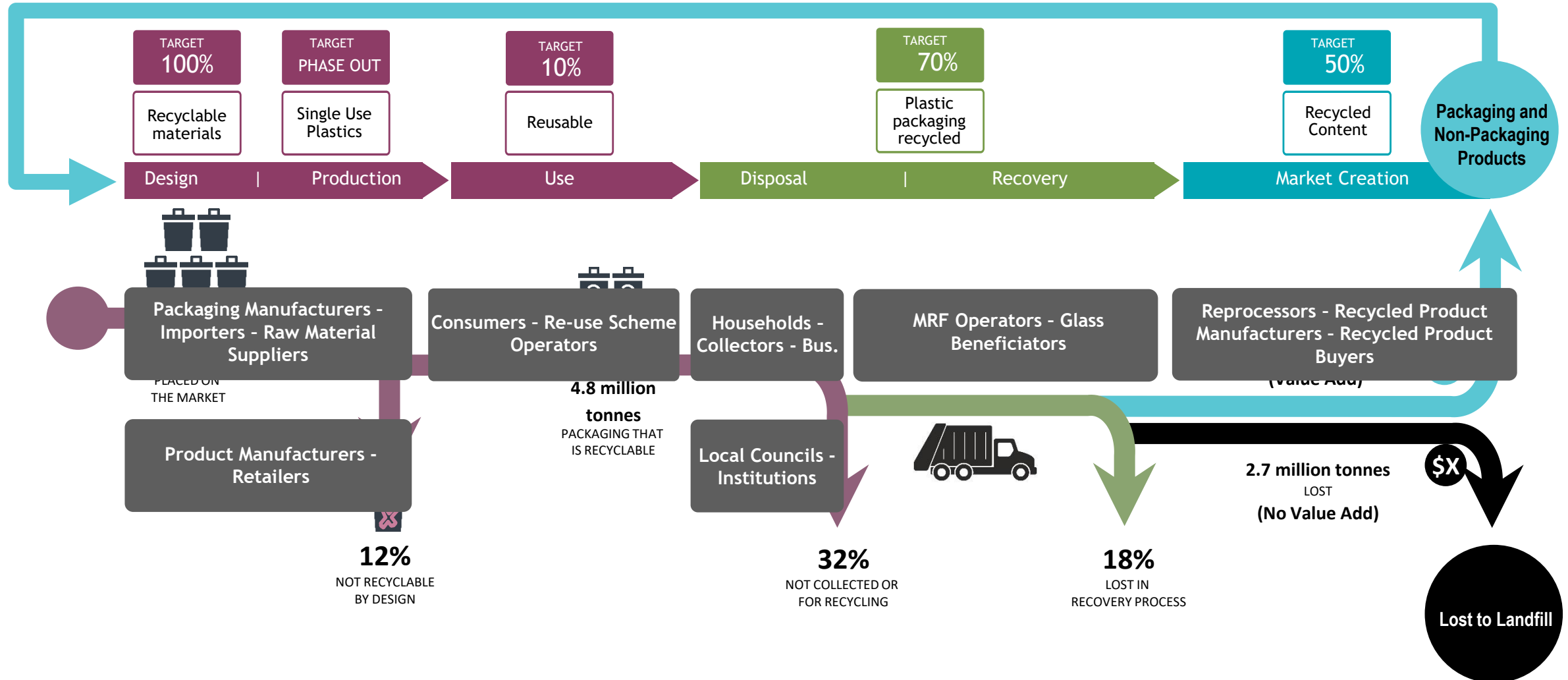
**Design for  
accessibility**

**10**

**Provide consumer  
information on  
sustainability**

# Get to the Desired State

## 2025 National Packaging Targets



# FY21 Priority Projects



REUSE

RECYCLING

COMPOSTING

RECYCLED CONTENT

PHASE OUT

DATA & RESEARCH



# Sectoral Approaches

It all started over a bottle of wine...

- Drill down to the sector-specific sustainable packaging challenges
- Create an industry engagement platform to identify and test solutions to sector-specific challenges
- Address the common packaging sustainability challenges that exist between sectors





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# The Australasian Recycling Label:

*Educating Consumers to  
Recycle Right*



# UNEP On-Pack Labelling Assessment - 2020



[https://www.oneplanetnetwork.org/sites/default/files/unep\\_ci\\_2020\\_can\\_i\\_recycle\\_this.pdf](https://www.oneplanetnetwork.org/sites/default/files/unep_ci_2020_can_i_recycle_this.pdf)



# PREP 5.0

[Home](#)[My Projects ▾](#)[My Account](#)[Support ▾](#)[About ▾](#)[Log out](#)[Overview](#)[Items](#)[Draft Report](#)[Modify ARL](#)[Final Report](#)[Saved Reports](#)[← Back to Items](#)[Modify report for ARL →](#)

## Draft Report

Below is a preview of the assessment currently in progress. If you don't wish to modify the results for the ARL, click the *Save Report* button

[✓ Save Report](#)

Organisation: Example Organisation

Prepared by: Example User

## Draft Recyclability Evaluation Report

Australia



Recyclable with Lost Value



Not Recyclable



Recyclable with Lost Value

Combined Disposal



# The ARL

## ARL Website URL:

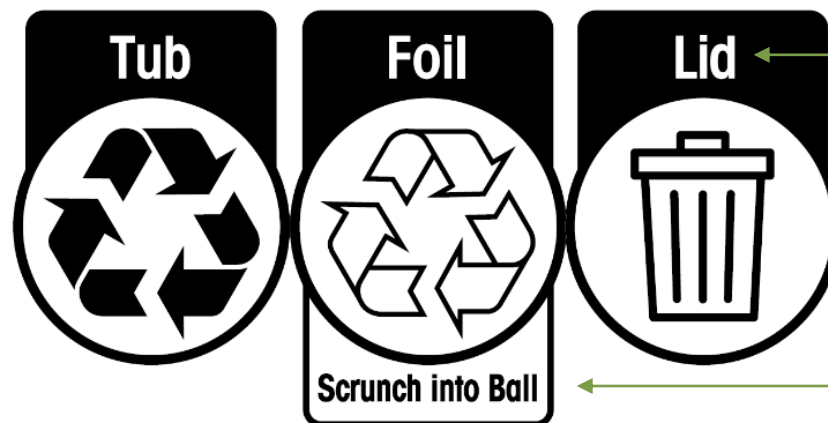
Directs consumers to further information on recycling

For more information on recycling visit [arl.org.au](http://arl.org.au)

## Separable Component:

Identifies the specific packaging component the label relates to

**Classification:** Indicates whether the packaging component is 'Recyclable', 'Conditionally Recyclable' or 'Not Recyclable'



**Instructions:** An approved **consumer behaviour or alternative destination** that improve the recyclability of the particular packaging component

# Transforming Packaging

## Nestle designs packaging for the future



Integrate tamper  
evidence tab into lid



Remove Carbon  
Black



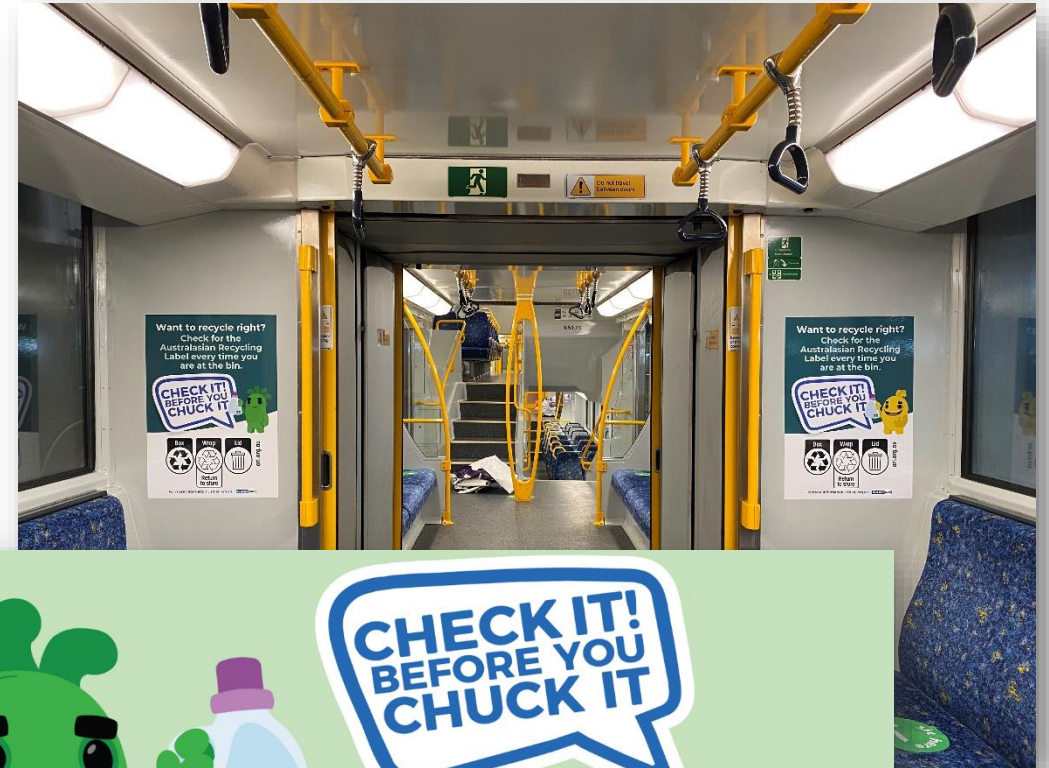
Stage 1: Remove  
Carbon Black



Stage 2:  
Integrate tab  
and shift to a  
lighter colour



# National Consumer Education Campaign



# Some tips to get started..

- ✓ Start with design
  - ✓ Think outside the box, get creative
  - ✓ Consider end of life pathways at the beginning
  - ✓ Design for recycling under current conditions
- ✓ Question everything!
- ✓ Use PREP Design to assess recyclability in Australia and New Zealand
- ✓ New materials – constantly emerging
  - ✓ Always ask suppliers about the recovery pathway in Australia for the proposed materials
- ✓ Make packaging selections that are circular in the current resource recovery systems
  - ✓ Clever packaging technology may be incompatible with current system – highly likely to end up in landfill
- ✓ Avoid Black plastics – cannot be identified in MRF, poor demand as recycle
- ✓ Consider adhesives and labels – PREP can help evaluate impact of choices
- ✓ Engage your whole supply chain to build a circular packaging framework



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# Embracing System Change




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## VULTURE

THE FUTURE | NOV. 11, 2009

### Blockbuster In-Store Movie Download Kiosks to Beat Hoverboards, Flying Cars to Market

By Lane Brown



Are you overwhelmed by Netflix's 100,000-strong DVD selection? Does the company's streaming service not satisfy your nostalgia for some fresh air and the inconvenience of clunky physical media? Well, great news! Movie-rental chain Blockbuster will soon begin test marketing its long-anticipated in-store movie download kiosks. The new cutting-edge Blockbuster Express Digital booths will finally allow customers to travel to one of the company's few remaining brick-and-mortar locations, select one of over 1,000 DRM-protected titles, download it to an SD card, drive home, and watch a film using a Blockbuster-provided set-top box that's incapable of doing anything else. Welcome to the future.

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**MOST VIEWED STORIES**

1. *Below Deck: Med's* Sandy and Malia Have Nothing Nice to

# Packaging Innovation



Not so much  
*‘Think outside the box’*  
as  
*‘Start with the box’...*

Start from the outside and  
work your way in...

# Packaging Innovation



**Toy Libraries**  
  
**AUSTRALIA**



**Detection / Sortation  
Technology**

**Retailers / Manufacturers  
embracing Refill / Reuse**



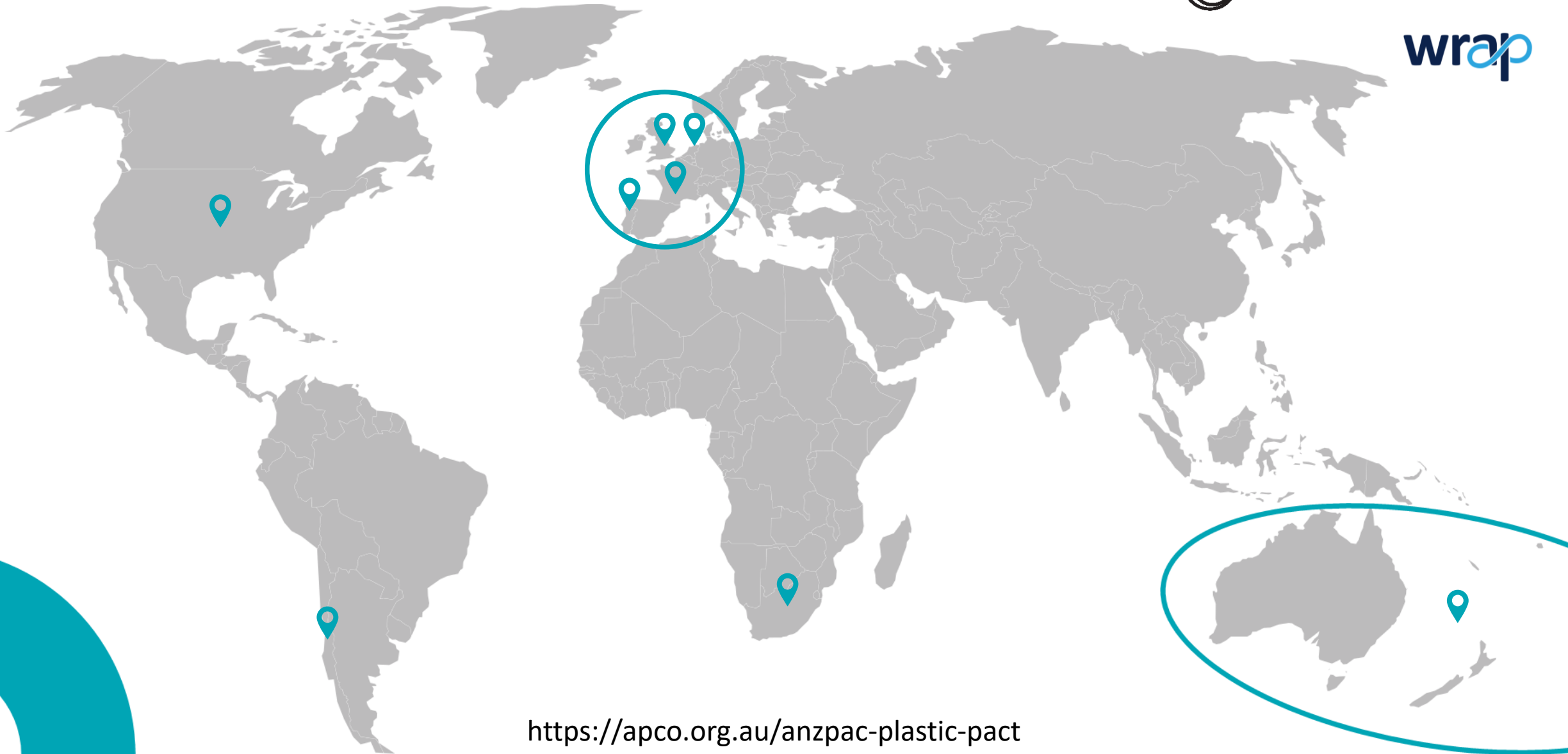
**Alternative Materials**



**Packaging Efficiency  
meets Reuse**



# ANPAC Plastics Pact - A Growing Network



<https://apco.org.au/anzpac-plastic-pact>

# Next steps



#1

Get active

Take a look at the new  
APCO website  
(<https://apco.org.au/>)  
for a rich pool of  
resources, tools, case  
studies and  
inspiration...



#2

Consider your  
Packaging  
Sustainability  
Strategy

APCO Sustainable  
Packaging Guidelines  
(SPGs)



#3

Ask questions, be  
informed, think  
creatively and get  
moving...

The first step is always  
the most  
daunting...

# Thank you

## Get in touch

Email: [apco@apco.org.au](mailto:apco@apco.org.au)

LinkedIn: [www.linkedin.com/company/australian-packaging-covenant-organisation/](https://www.linkedin.com/company/australian-packaging-covenant-organisation/)

