Sustainability in the Toy Industry in Australia

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Australian Toy Association

Why is Sustainability & Circular Economy Important?

- Global plastics use is projected to nearly triple from 2019 levels
- While recycled (secondary) plastics are projected to grow quicker than virgin (primary) plastics; projected to make up only 12% of total plastics by 2060
- Plastic waste is on course to triple
- Plastic leakage to the environment is projected to double to 44 million tonnes a year
- Greenhouse gas emissions from the plastics lifecyle are projected to more than double

OECD Policy Highlights Global Plastics Outlook: Policy Scenarios to 2060 © OECD 2022

Project Supporters, thank-you!

Australian Toy Association

This project was supported by the Circular Economy Business Innovation Centre (CEBIC) which is delivered by Sustainability Victoria

Sustainability Victoria / CEBIC - Business support Fund

- $2:$1 – Industry Funded
- Upto 50% of industry contribution in-kind (ATA)
- 12-month project
- 5 milestones

Australian Toy Association

CIRCULAR ECONOMY ACTION PLAN & ROADMAP FOR TOYS

Australian Toy Association

July 2022

PROJECT PURPOSE

- Understanding of the movement of toys and materials through the Victorian and Australian economy
- Identify, develop, and assess circular economy solutions
- Interventions including opportunities for improved end-of-life management and recovery pathways

DATA INSIGHTS

ABS data

Charitable organisations

Toy companies

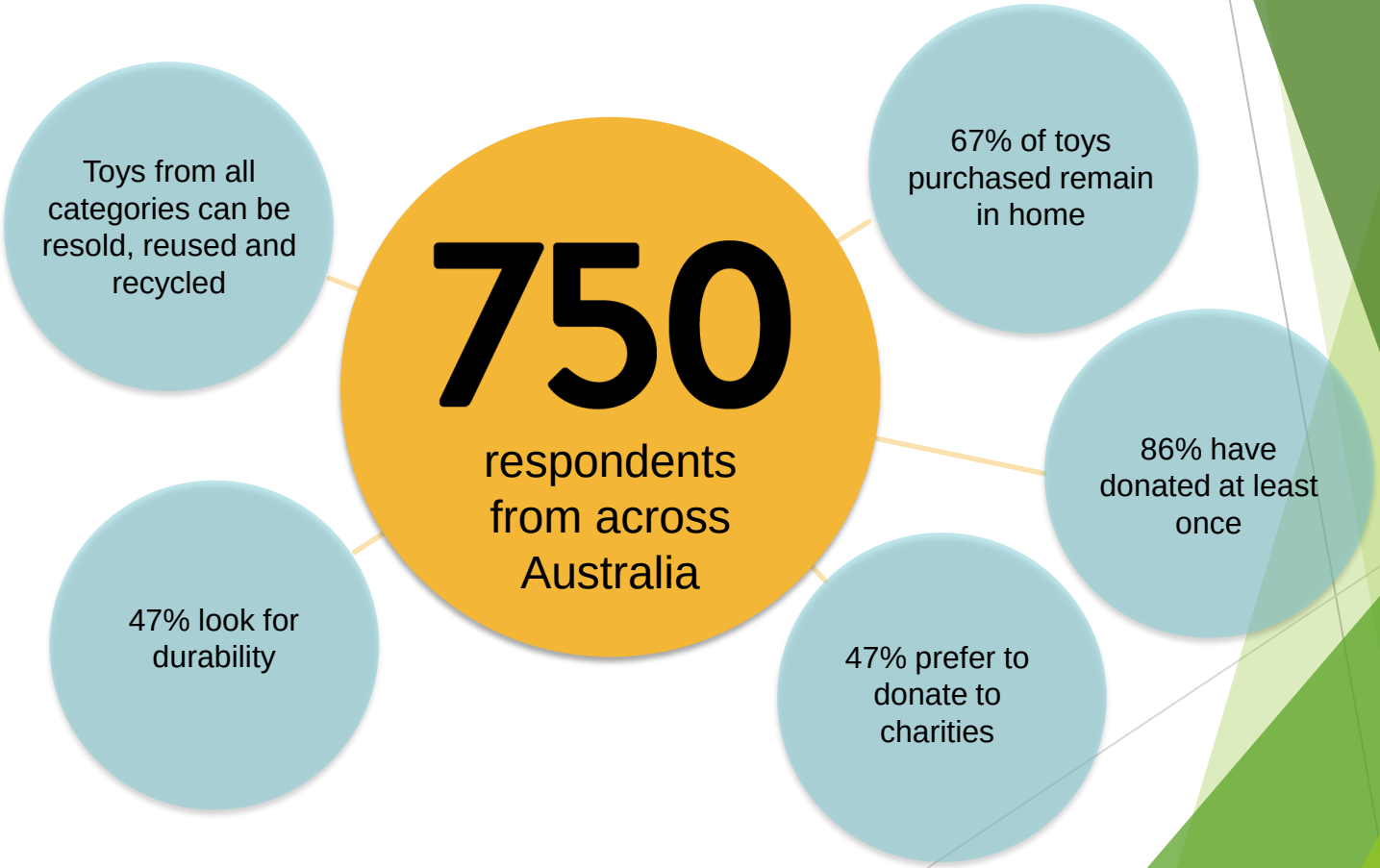
NPD Group retail data

Toy libraries

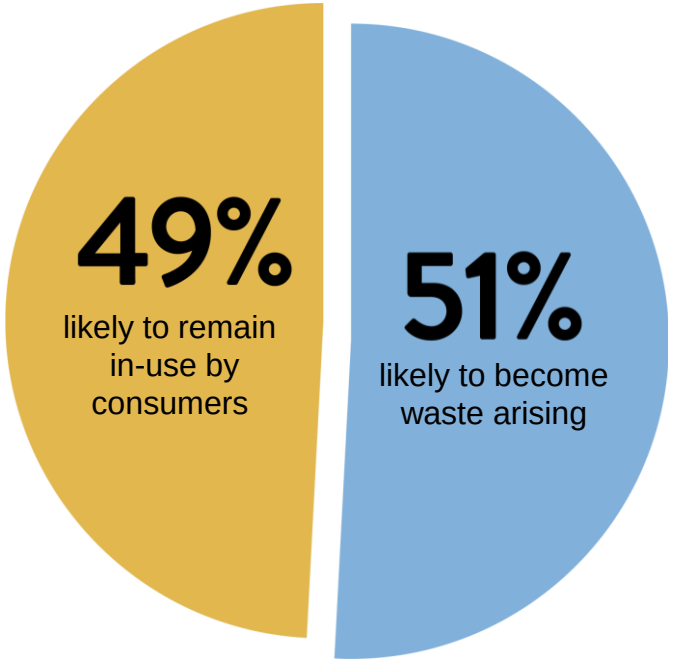
Other stakeholders

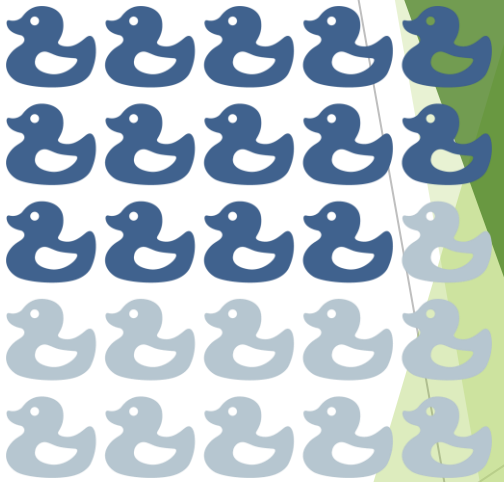
STAKEHOLDER ENGAGEMENT

NPD CONSUMER SURVEY



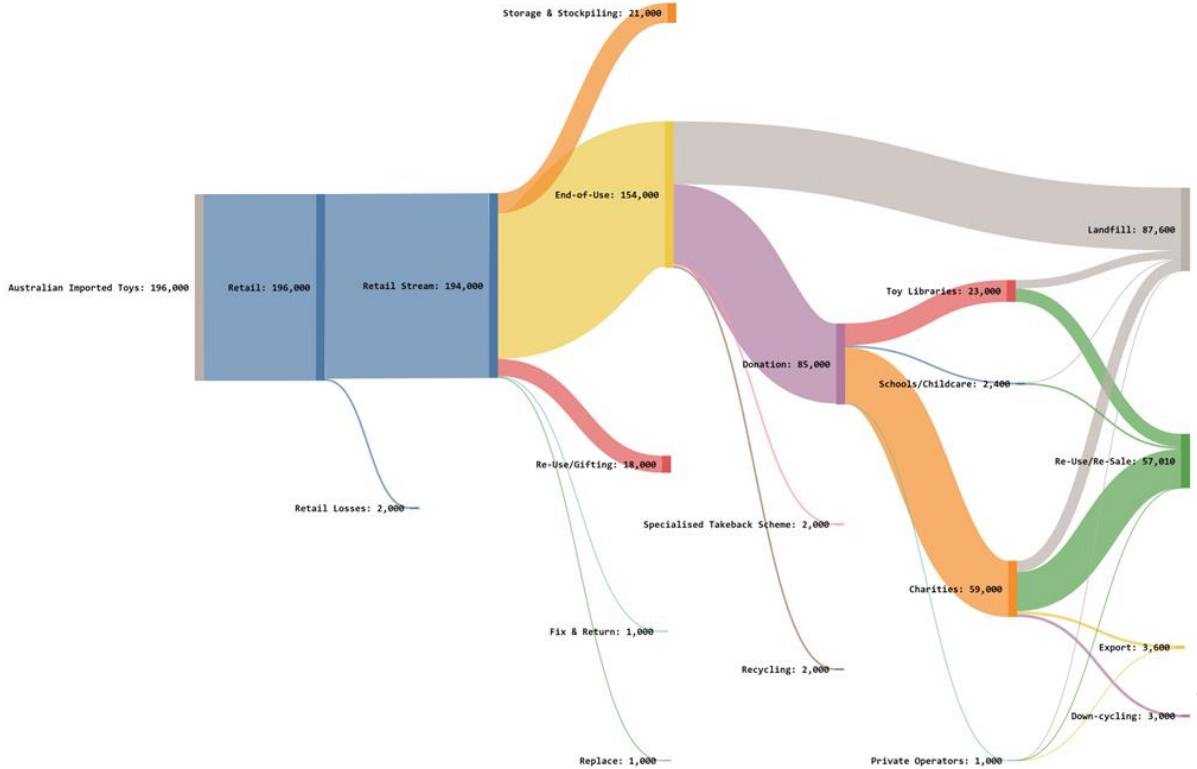
MATERIAL FLOW ANALYSIS





59% of toys that remain in-use by consumers are captured by the donation stream

Material Flow Analysis



Prioritisation of Interventions

Product Category	Weight (import data)	Useful Life	Material Composition	Repair & Re-use	Recovery and Recycling	Alignment with existing programs	Score
Plush	2	3	3	3	3	3	17
Outdoor & Sport Toys	3	2	3	3	3	3	17
Explorative & Other Toys	3	2	2	3	3	3	16
Vehicles	1	2	2	2	3	3	13
Action Figures & Acc	1	2	3	2	2	2	12
Dolls	1	2	3	2	2	2	12
Building Sets	2	1	3	1	2	2	11
Infant/Toddler/Preschool Toys	3	1	2	1	2	2	11
Games/Puzzles	2	1	2	1	2	2	10
Youth Electronics	1	3	1	2	1	1	9

Categories & Material Compositions

Action Figures & Accessories - 99% Plastics / 1% Metals

Dolls - 92% Plastics / 8% Textiles

Plush - 5% Plastics / 95% Textiles

Outdoor & Sports Toys - 90% Plastics / 10% Textiles

Infant/Toddler/Preschool Toys - 93% Plastics / 4% Batteries / 3% Other

Games/Puzzles - 94% Carboard & Paper / 6% Wood

Building Sets - 100% Plastics

Explorative & Other Toys - 91% Plastics / 1% Batteries / 1% Other / 7% Wood

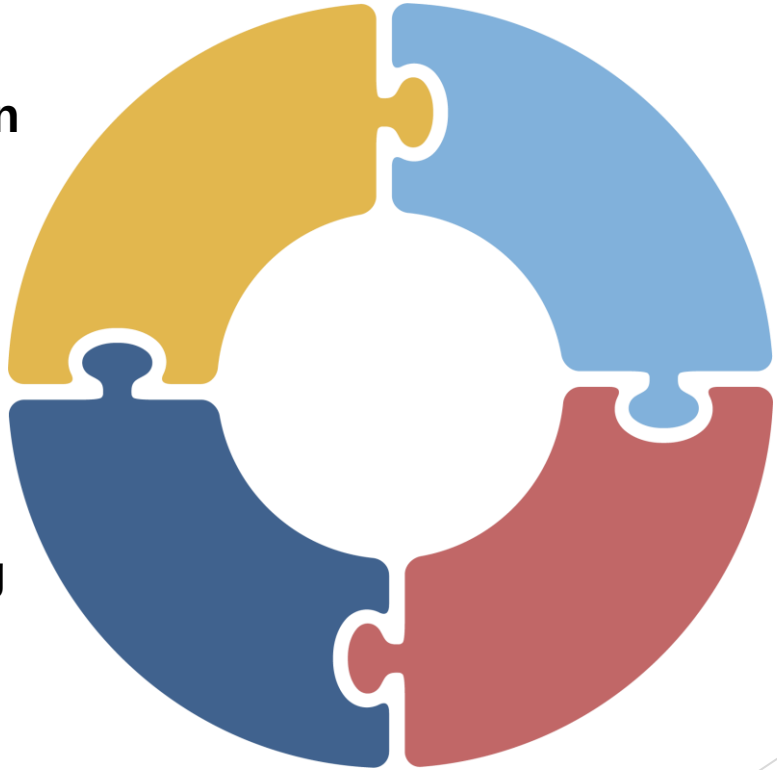
Vehicles - 5% Metals / 95% Plastics

Youth Electronics - 82% Plastics / 5% Batteries / 13% Other

CIRCULAR ECONOMY SOLUTIONS

1. Expansion of existing schemes

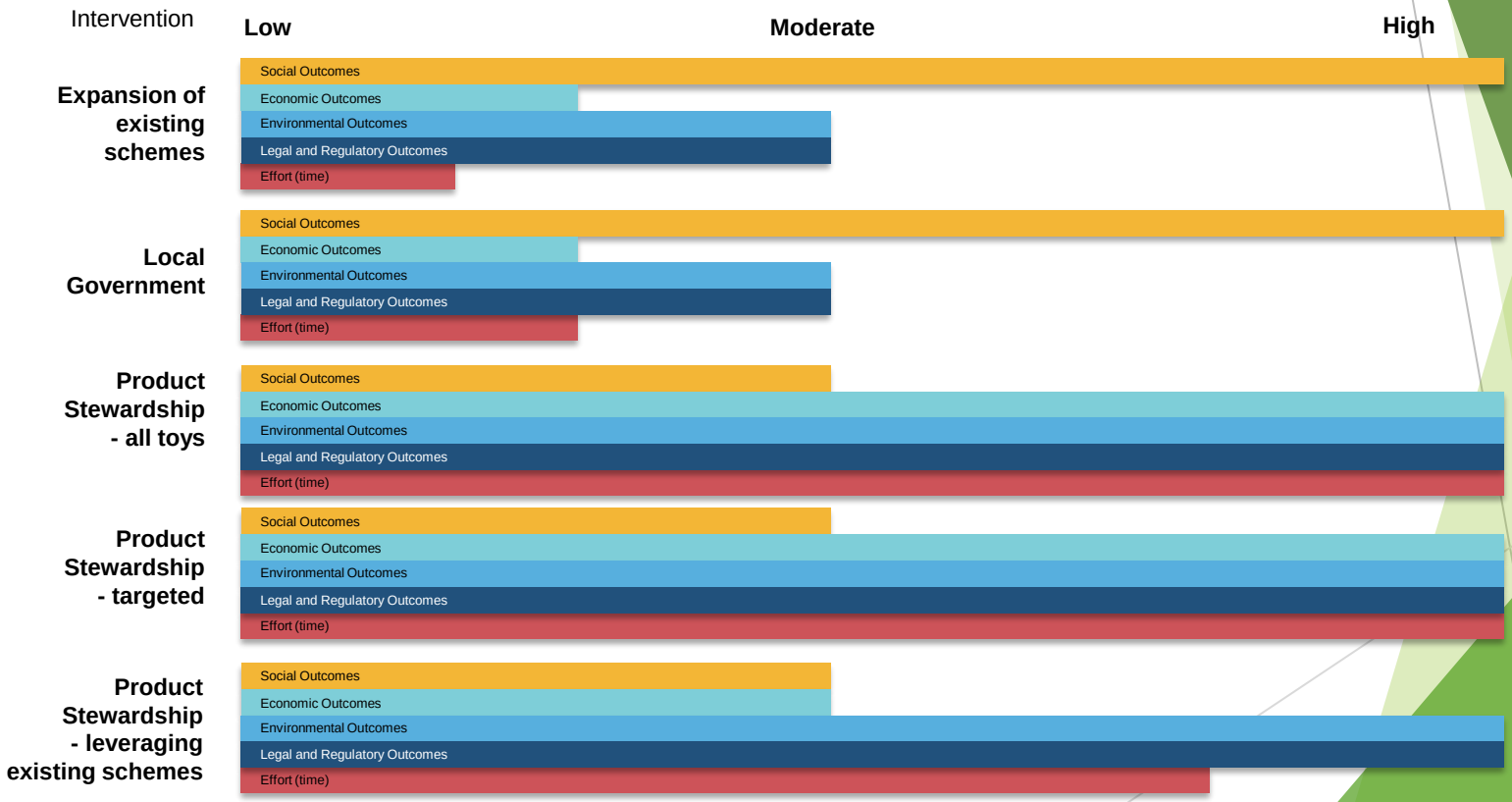
2. Local Government



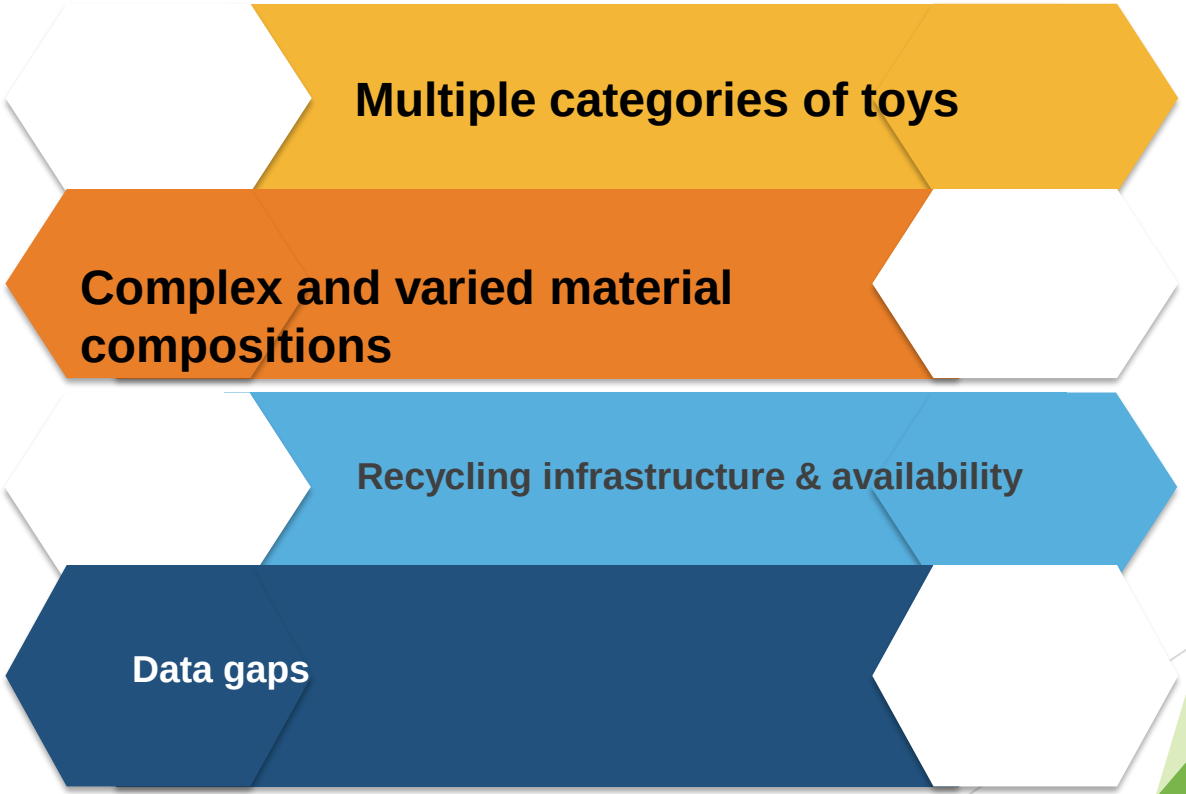
4. Leveraging existing Product Stewardship

3. New Product Stewardship

SUSTAINABLE RETURN ON INVESTMENT



CHALLENGES

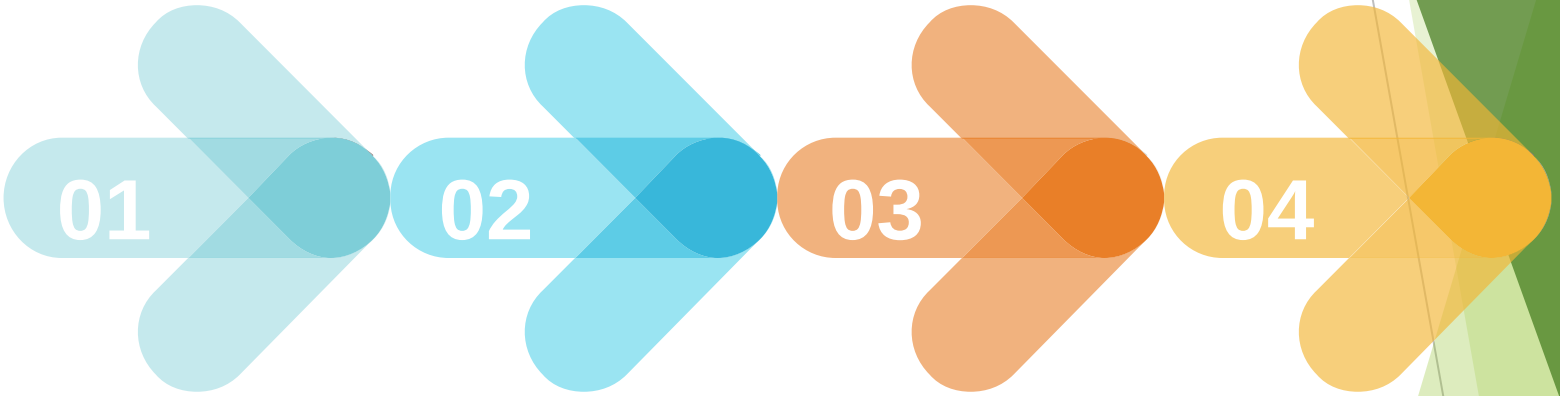

Multiple categories of toys
Complex and varied material compositions
Recycling infrastructure & availability
Data gaps

PROJECT SUCCESSES

First comprehensive national and Victorian assessment of all toy consumption, use and disposal

New knowledge and insights leading to several potential solutions

NEXT STEPS



Increase the re-use and repair of toys

Improve the recovery and recycling of toys

Encourage design for the environment

On-going market intelligence and addressig research gaps

Thank-you!

Q&A

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