

Peter Brisbane

APCO

&

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Planet Ark



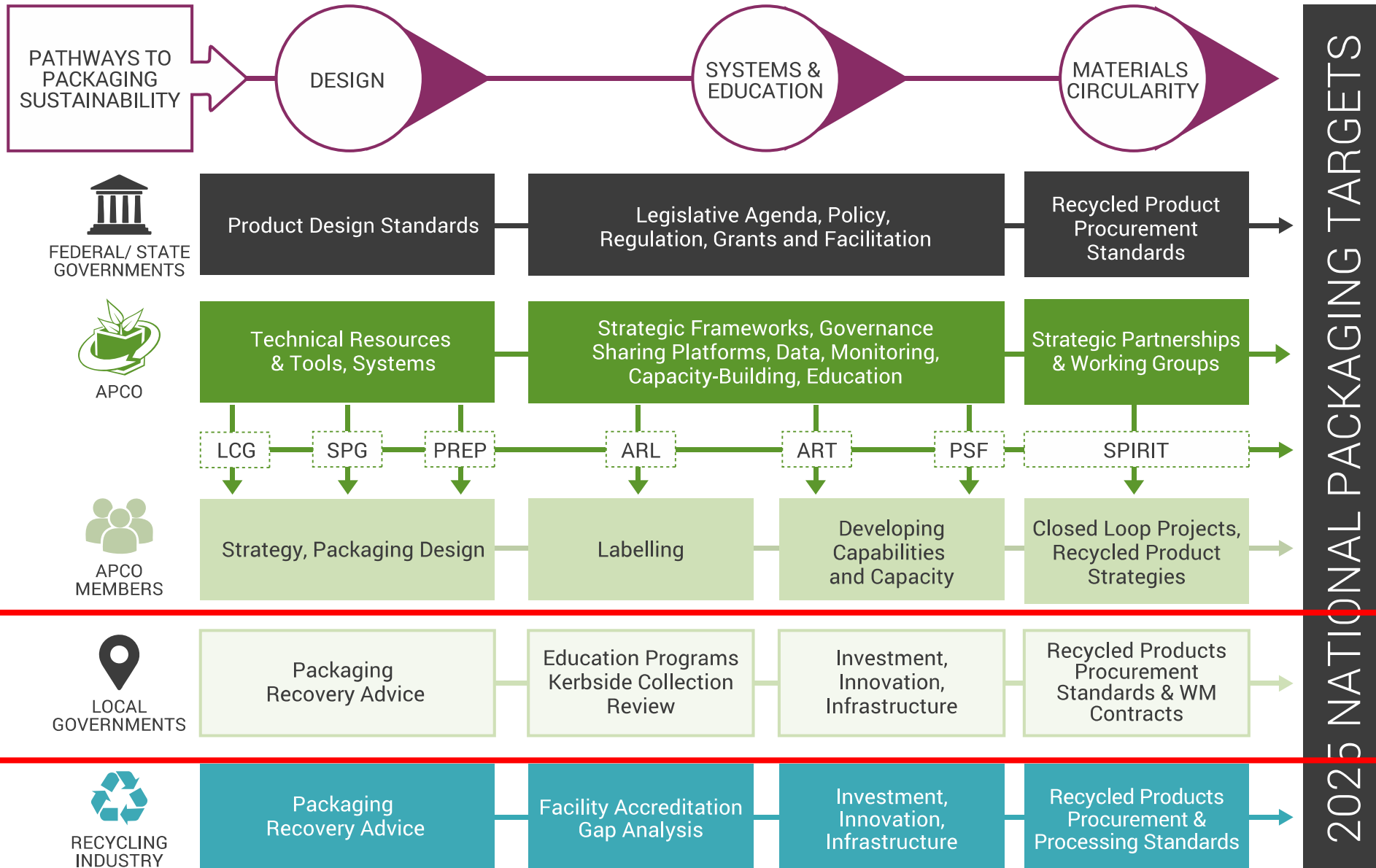
Australian Packaging Covenant Organisation




Our Co-Regulation Model



Roles and Responsibilities



APCO focuses on four key areas



Packaging design - we help businesses to design packaging that is reusable, recyclable or compostable, and reduce problematic and unnecessary waste.

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 - by instilling a circular approach to packaging design, education and systems, we are driving greater materials circularity.

What are we all working towards?

100% of packaging to be reusable, recyclable or compostable

70% of plastic packaging recycled or composted

2025 National Packaging Targets

30% average recycled content across all packaging

Phase out problematic and unnecessary single-use plastic packaging through redesign, innovation or alternative delivery methods

Current issues and trends

- More **accurate and detailed data**
- **Reduction or elimination** of problematic and unnecessary packaging
- Resources to support sustainable **packaging design** and procurement
- **Consumer education** on packaging reduction and correct recycling
- Targeted **industry education** on packaging design, procurement and recycling
- **Infrastructure gaps** and lack of **local end markets**
- **Government procurement** to support end market development

APCO Packaging Recycling Label Program



- * Administers program
- * Ensures Member uptake
- * Tracks industry progress



- * Australasian Recycling Label
- * Clear, easy to understand label
- * Runs consumer education



- * Recyclability assessment tool
 - * Evidence-base for label
- * Simulates recycling ecosystem

Technical Advisory Committee (TAC)

Experts in packaging and recycling across the value chain

Brand
Owners



Independent
expert /
Consultant



AUSTRALIAN INSTITUTE
OF PACKAGING



PREPDESIGN
DESIGNING FOR A CIRCULAR ECONOMY

Resource
recovery &
recycling



victorian
waste management association



FOR A BETTER WORLD



Government



Government of
South Australia



Marketing Advisory Committee (MAC)

Consumer Education Campaign

Brand
Owners



Retailers



Govt &
Recyclers





AUSTRALASIAN RECYCLING LABEL

...on an average adult diet of 8700kJ.
Recommended Dietary Intake. < means Less Than.

Ingredients: Pasteurised Skim Milk, Skimmed Milk Solids,
Lactic Starter Culture.

Allergen Advice: Contains: Milk.

Storage Instructions
Keep refrigerated at 1-4°C.
Once opened use within 3 days.

If you're not 100% happy
with your purchase,
we'll replace or refund.



Packed for Woolworths
1 Woolworths Way
Bella Vista NSW 2153
Australia
Free call: 1800 103 515.
www.woolworths.com.au
83668



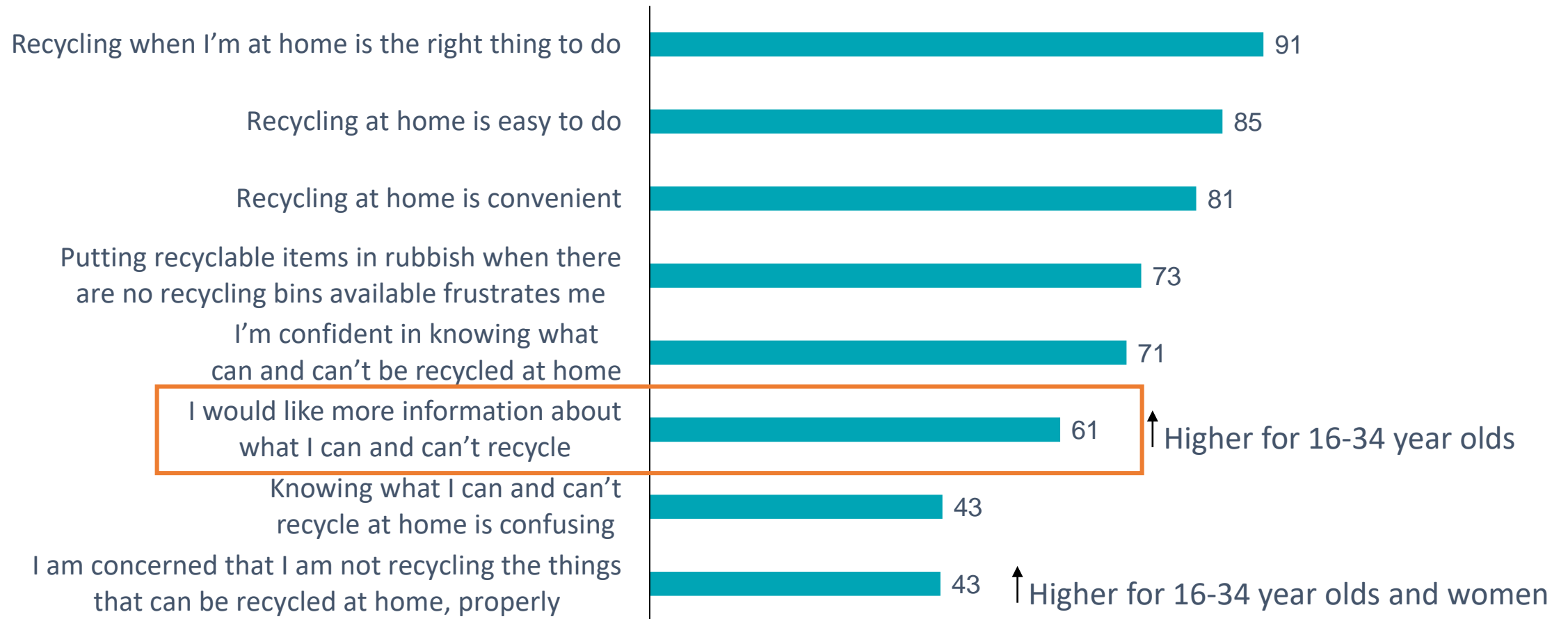
Our special
technique
water
yoghurt,
1
spoonful
protein

WHAT IS IT?

Nationwide labelling program that takes the confusion out of recycling.

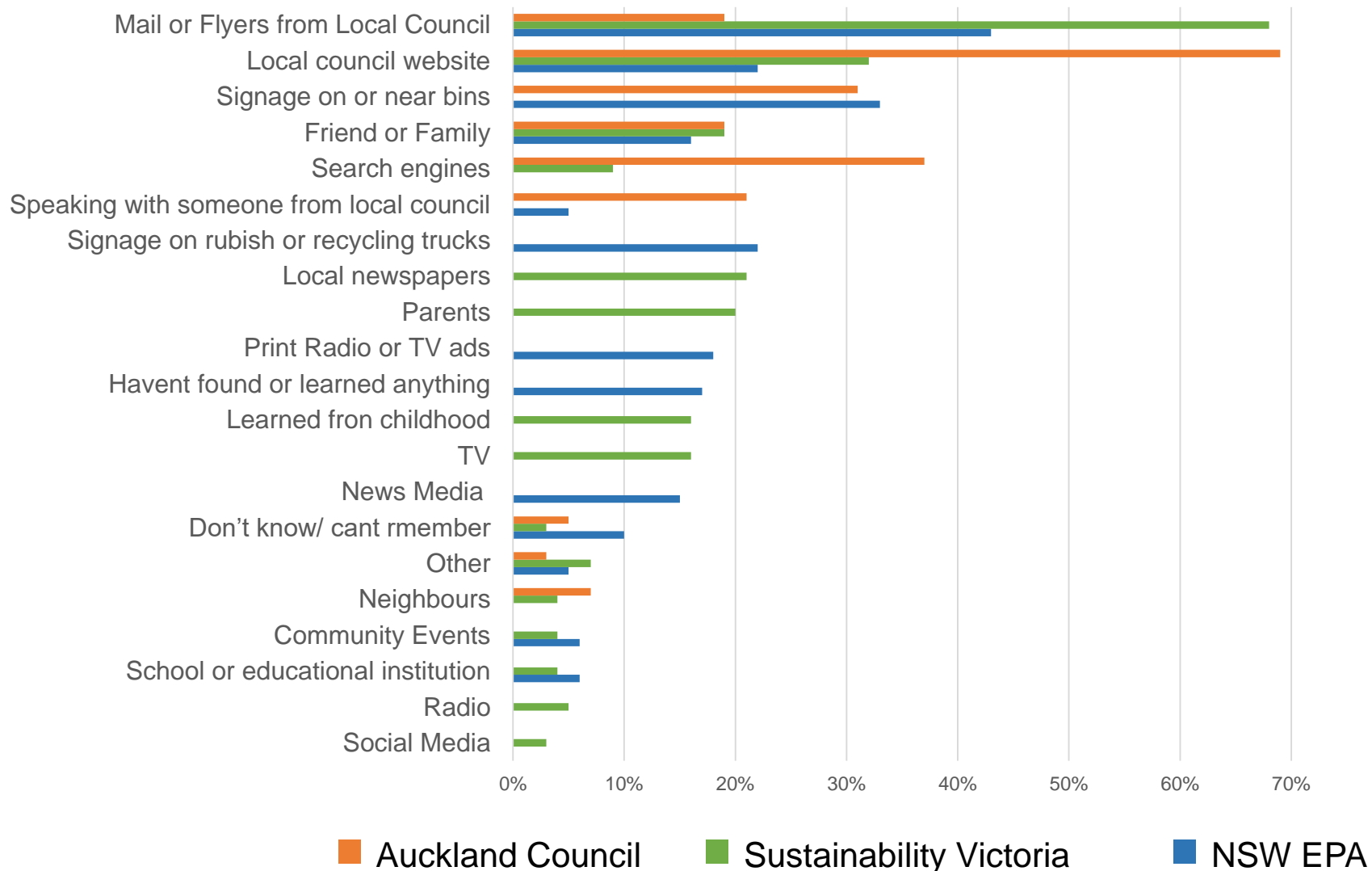
It provides clear instructions about how to dispose of every part of the packaging.

While recycling is widely accepted and done, people want more info about what can/can't be recycled



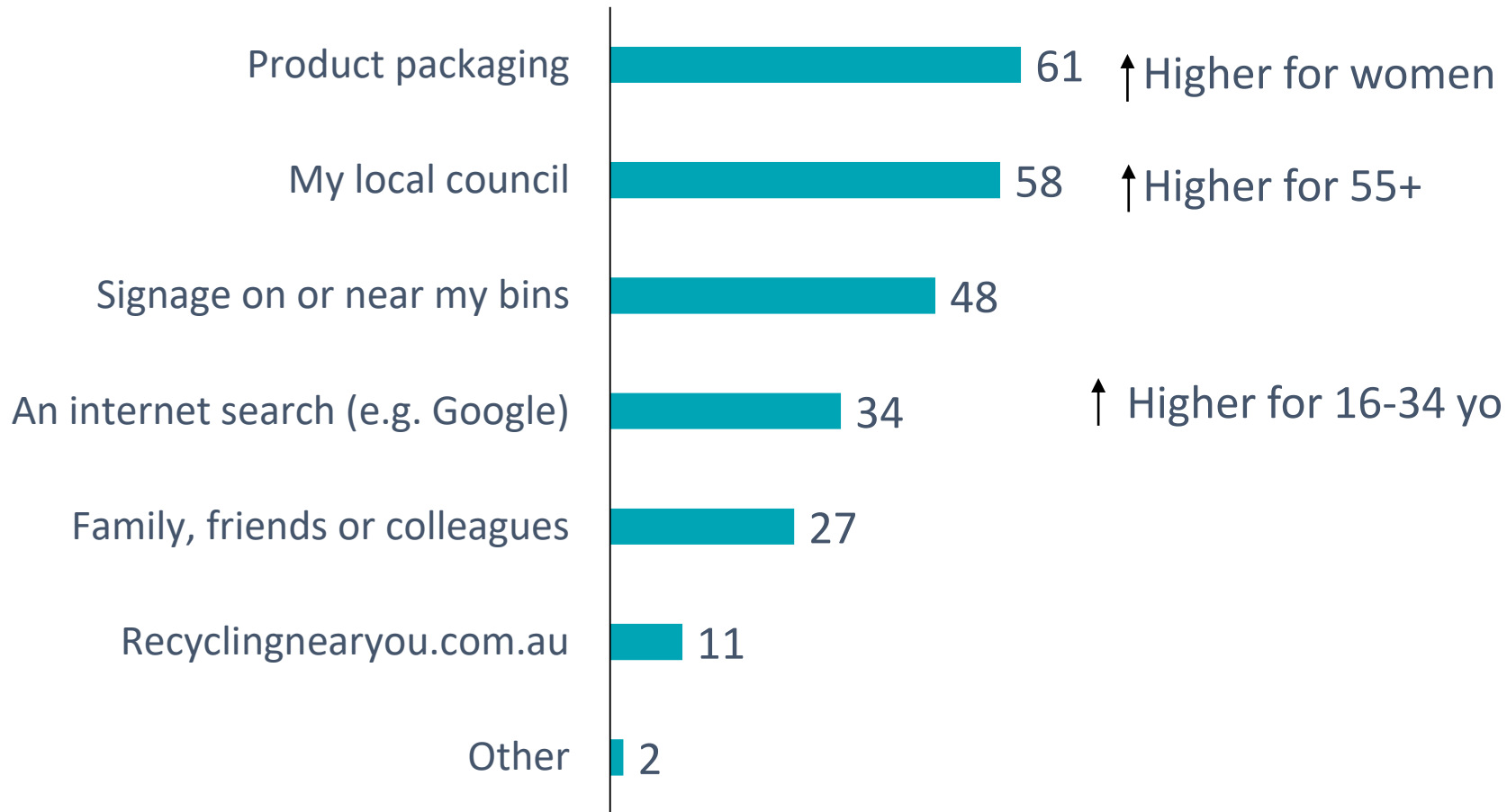
- This suggests people are open to the ARL particularly younger people (16-34) and women

Recycling Information Sources



TOP 5

1. Local Council
2. Bin Signage
3. Waste Truck Signage
4. Newspapers, Radio & TV
5. Family & friends



People primarily look at product packaging and their local council for specific recycling information, followed by bin signage

- Implementing ARL on product packaging is consistent with peoples current expectations

International Labelling Systems

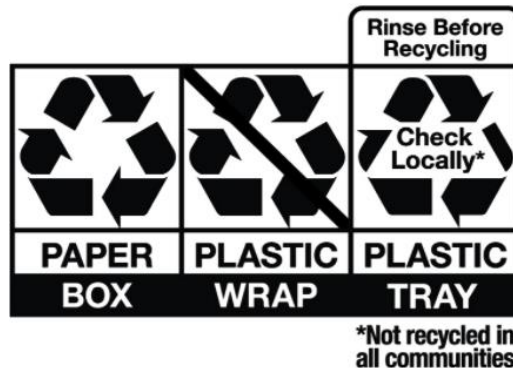
The Australasian Recycling Label has the highest threshold for kerbside accessibility to determine that something is recyclable

UK



- Widely Recycled: 75% or more councils offer kerbside collections.
- Check locally: 20% – 75% of councils offer kerbside collections.
- Not yet recycled: less than 20% of councils offer kerbside collections.

USA



- Widely Recycled: 60% or more % of population has access to kerbside recycling, or a drop off location.
- Check locally: 20% – 60% of population has access to kerbside recycling, or a drop off location.
- Not yet recycled: less than 20% of of population has access to kerbside recycling or, it could cause a problem in a recycling facility.



“Wish-Cycling”





Recyclability classifications are determined from national data on:

Technical recyclability

Packaging specifications including: material, dimensions, weight, colour, inks, bonding etc.

Kerbside access levels

>80% population = Recyclable
60% - 80% population = Conditionally Recyclable
<60% population = Not Recyclable



Collection



Materials
Recovery Facility



Paper
Mill



Aluminium
Smelter



Steel
Smelter



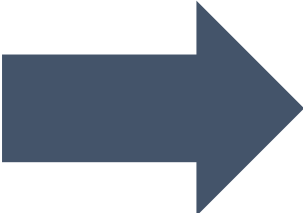
Glass
Beneficiation



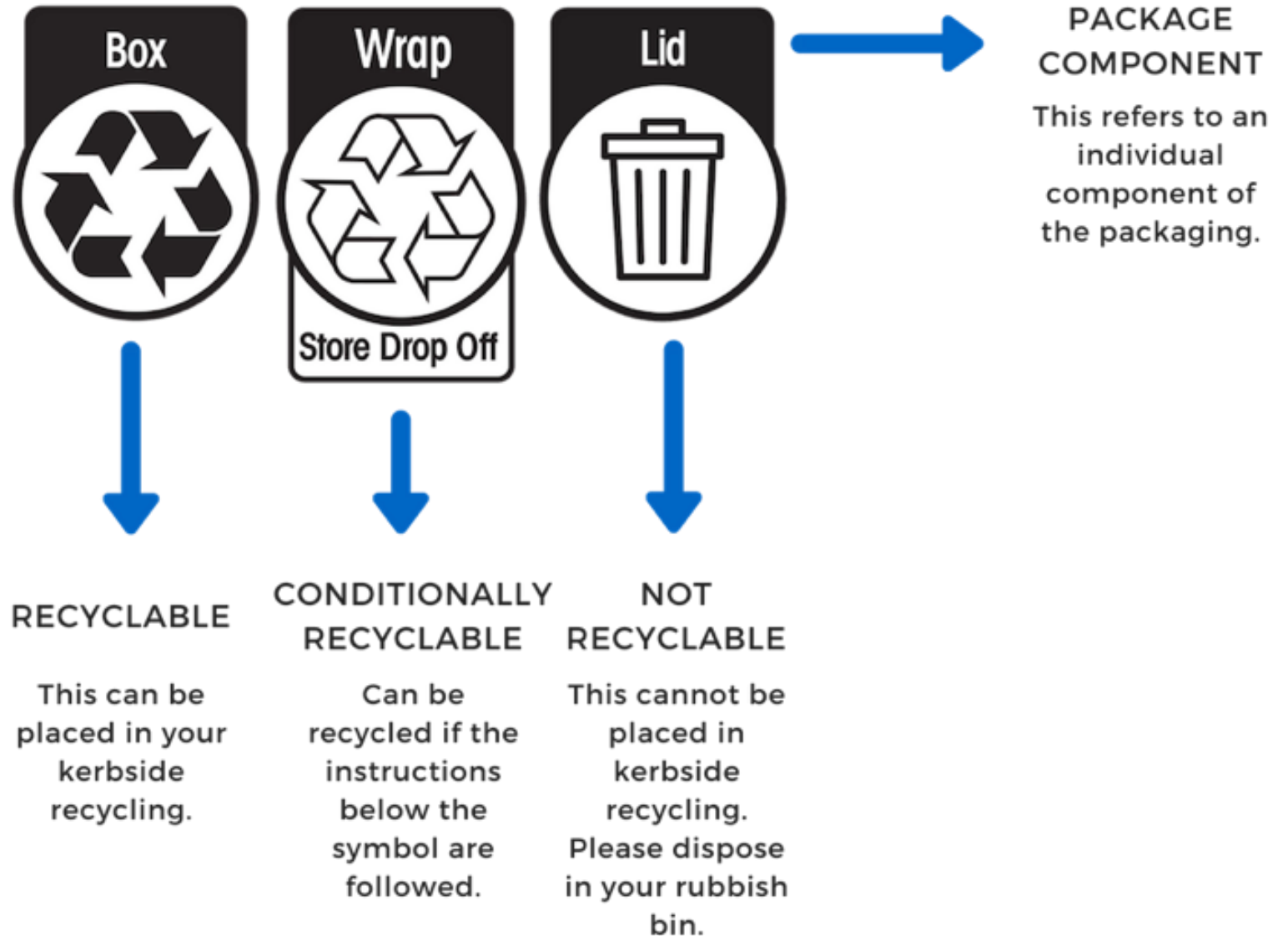
Plastics
Processing

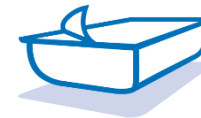
RECYCLATE MARKETS

FROM PREP TO ARL



HOW DOES IT WORK?





INTERMEDIARY RESOURCES

POSTERS



IMAGES



SOCIAL POSTS



FAQ



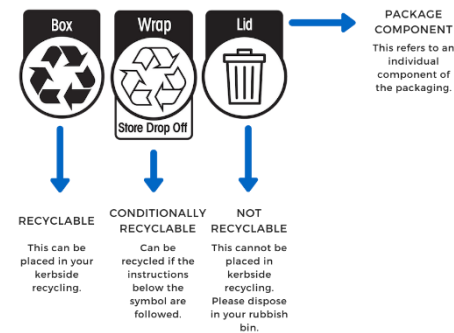
VIDEOS



WEBINAR*



GRAPHICS



FACT SHEET



* New Webinar series will be available from September 2019

2019 Working Groups & APCO Priority Projects

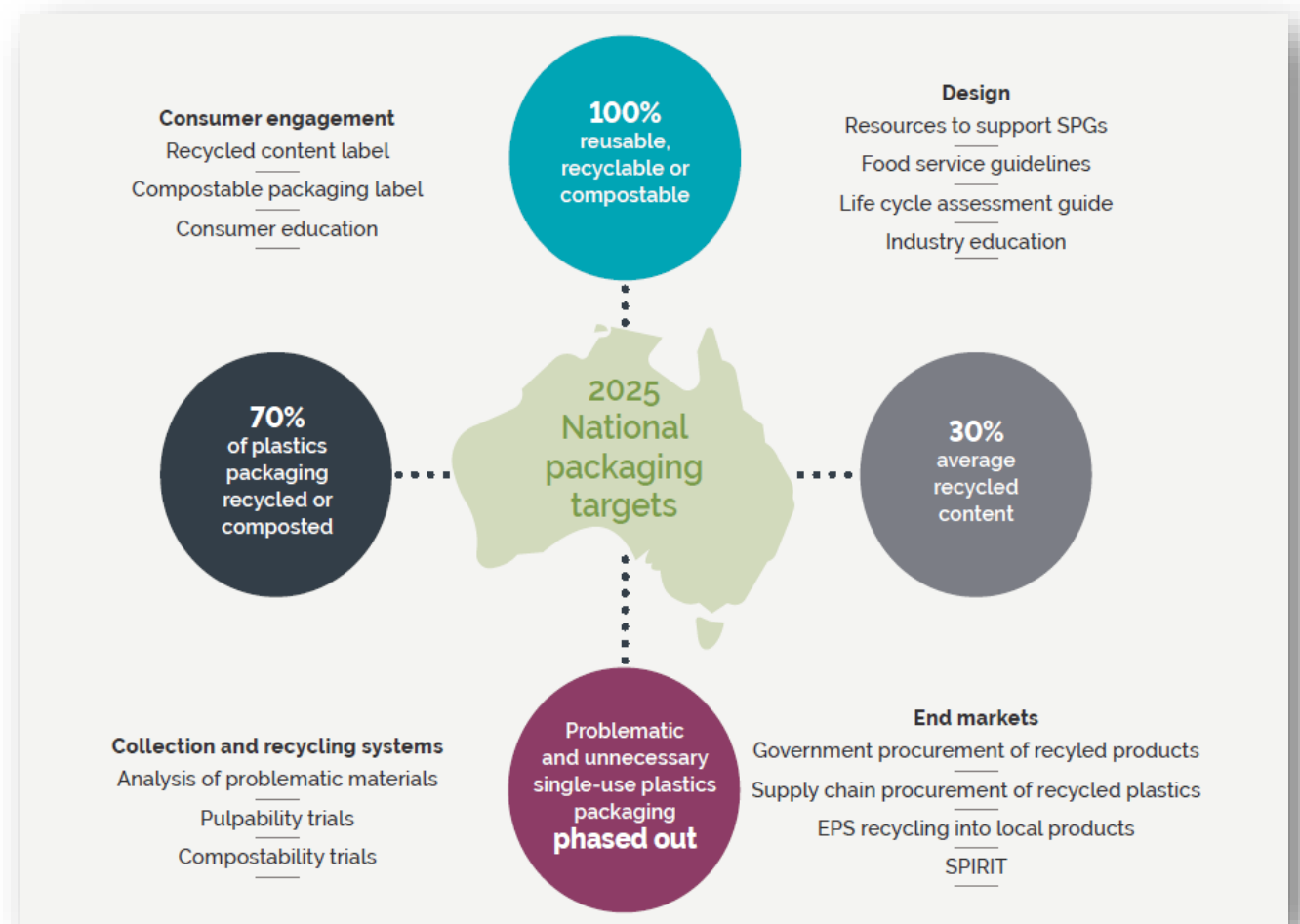


APCO Priority Projects 2019 Version 2



Towards 2025 - what we can achieve together

- Reduced recycling contamination rates
- A reduction in the harmful impact of packaging in Australian communities
- A framework to assess industry progress, standardise best practice and drive constant improvement
- A close and productive government - industry partnership, with industry stepping up to lead change
- A way to facilitate collaboration and help realise a true circular economy



Thank you

For more information visit
www.arl.org.au



Australian Packaging Covenant Organisation

