



The Strengthened National Packaging Covenant

Australian Council of Recyclers

NPC and the Role of Kerbside Recycling

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The Covenant

- Voluntary component of a co-regulatory agreement between industry and governments.
- Consistent **NATIONAL** approach.
- **Entire** packaging supply chain is involved.
- Approx. **\$ 19 mill.** joint funding spent.
 - predominantly on improving kerbside systems.
 - including original ACOR Material Specifications.
- Kerbside systems provide the primary link between the packaging supply and recovery chains.



Environmental Goals

1. **Packaging design optimised** to integrate considerations about resource efficiency, maximum resource re-utilisation, product protection, safety and hygiene.
2. **Efficient resource recovery systems** for consumer packaging and paper.
3. Consumers able to make **informed decisions** about consumption, use and disposal of packaging products.
4. **Supply Chain members and other signatories** able to demonstrate how their actions contribute to these goals.
5. All signatories demonstrate **continuous improvement** in their management of packaging through their individual Action Plans and Annual Reports.



Roles & Undertakings (S5)

The Packaging Supply Chain will :

- Implement the Environmental Code of Practice for Packaging.
- Design packaging so that the use of materials is minimised.
- Develop & use packaging consistent with HS&E concerns.
- Encourage greater recognition that used packaging is a resource.
- Contribute to the Covenant funding arrangements.
- Implement product stewardship policies & practices.



Code of Practice

- **Comprehensive & transparent** guide for making packaging – related decisions.
- Recognises the **role of packaging** & promotes excellence in packaging:
 - minimum net impact on the environment, whilst
 - fully preserving the integrity of the product the packaging contains
- **Enforcement** through Management Committee and findings of non-conformance may lead to NPCC referral.
- Encourages greater **transparency**.



Code of Practice

- Contains specific overall **strategies** that must be documented:
 - Source Reduction
 - Potential for Re-use
 - Recovery & Recycling
 - ACOR Recycling Materials Specifications
 - Able to incorporate Recycled Content
 - Minimising the impacts of packaging
 - Likelihood to become Litter
 - Consumer information
- Signatories **must demonstrate** how the Code is being used and **report** on progress.



Recovery & Recycling

- Packaging should be designed and produced in such a way as to maximise its potential for recovery and recycling at end-of-life and to minimise the environmental impacts of its disposal.
- Packaging must not be introduced into the market without full consideration of the impacts on resource recovery and recycling.
- Packaging should be designed to minimise the impacts that any components such as closures, labels, sleeves, carry handles, etc may have on the recovery process.
- Where possible, the package should consist of a single material, or materials, which can be readily separated and sorted for recovery.
- To help ensure the above outcomes, users of the Code must utilise the ACOR Recycling Materials Specifications Manual, which includes the Kerbside Specifications for Post Consumer Materials.



Baseline Data (2003)

- **Consumption** = 3.47 million tonnes.
- **Recovery** = 1.65 million tonnes. [48%]
 - Paper & Cardboard 64%
 - Glass 35%
 - Steel Cans 44%
 - Aluminium Bev. 63%
 - Plastics 21%
- **Landfill** = 1.82 million tonnes.



Covenant Targets 2010

1. **Increased** recycling rate for packaging of 65% :

➤ Paper & Cardboard	70 – 80%	(64%)
➤ Glass	50 – 60%	(35%)
➤ Steel Cans	60 – 65%	(44%)
➤ Aluminium Bev.	70 – 75%	(64%)
➤ Plastics	30 – 35%	(21%)

2. **Landfill** : no increase above 2003 baseline.

3. **Increased** recycling rate for ‘non-recyclable’ packaging :

- 25% (current est. 10%)



Covenant Targets 2010

1. **Additional** materials recovery per annum :

- Paper & Cardboard 405,100 tonnes
- Glass 180,000 tonnes
- Steel Cans 17,200 tonnes
- Aluminium Bev. 9,800 tonnes
- Plastics 100,800 tonnes

2. **Total** additional recovery per annum = 719,000 tonnes.

3. **Landfill** : no more than 1.82 million tonnes.



Key Performance Indicators

- 29 in total – across all sectors.
- Establish **baseline data** and continuous improvement targets.
- Deliver **quantifiable** outcomes.
- Enable analysis & reporting on the **effectiveness** of the Covenant.



KPI's

- Individual brand owners – KPIs nos. 1 & 6

1. Total weight of consumer packaging by material type (domestic & imported) sold per annum into the Australian market and the total weight of products packaged.

- 1A - tonnes of packaging by material type by source (local or imported).
- 1B – net tonnes of packaged product sold.
- 1C - ratio of product to packaging (by weight).

6. Total weight, by type, of “non-recyclable” packaging sold per annum into the Australian market

- 6A - tonnes of “non-recyclable” packaging sold by material type and total
- 6B - “non-recyclable” packaging as a % of total packaging sold.



KPI's

- Packaging supply chain – KPIs nos. 3, 4 & 22

3. **Improvements in design, manufacture, marketing and distribution** to minimise the environmental impacts of packaging

- 3A - examples of improvements and effects on minimising environmental impacts
- 3B - quantitative details of improvements should be provided where available

4. **Changes to protection, safety, hygiene, shelflife or supply chain considerations** affecting amount & type of packaging

- 4A - changes affecting amount & type of packaging used with examples, and their associated impact on the amounts and types of packaging used.
- 4B - quantitative details should be provided where possible



KPI's

- Packaging supply chain – continued

22. **Formal adoption of ECoPP and development of systems for its implementation**

- 22A – report ECoPP has been formally adopted
- 22B – report actions and commitments that demonstrate ECoPP implementation



KPI's

- Governments – KPIs # 8, 9, 11, 15, 17 & 18
 8. Consumer packaging as % by weight of total waste stream and relativity to other waste stream components.
 9. Weight of consumer packaging recycled through (a) Domestic and (b) Away from Home recovery systems.
 11. The number of Councils meeting state-based benchmarks for good practice recyclables collection.
 15. Number of councils & Govt. agencies providing public place recycling infrastructure.
 17. Amount & type of consumer packaging in the litter stream.
 18. Contamination rates in consumer packaging recovery systems



KPI's

- All signatories – KPIs nos. 16, 21 & 26-29

16. Provision of **recycling collection facilities for post-consumer packaging generated on-site** and details, if provided.

21. Estimated **tonnage of consumer packaging (a) recycled and (b) sent to landfill, from on-site collection facilities** (tonnes and % of total waste).

26. Implementation of **Buy Recycled purchasing** policy or practices.

27. Establishment of **baseline performance data**.

28. **Annual reporting** against Action Plan.

29. **Demonstrating continuous improvement and achievements** against individual targets & milestones.



NEPM Reporting – Local Govt.

- Number and % of households serviced by recycling collections - and the participation rate. (# 12, 13)
- Type of system eg. crate/MGB/bag
- Fee charged for recycling collection services
- Total weight of recyclables collected, by material type : (# 9)
 - at kerbside
 - or by other municipal materials recovery systems.
- If materials collected are sorted : (# 10)
 - total weight of each material type sold and/or sent for secondary use – incl. energy recovery.
 - total weight of each material type disposed of to landfill.



Data Reporting

- All Signatories report data annually to NPCC.
 - NPCIA has developed web-based system to assist industry data reporting and aggregation (IDAS).
 - Local Govt. report NEPM data annually to States.
- NPC Council report aggregated data to EPHC, based on above :
 - Materials recovery rates – ‘recyclable’ & ‘non-recyclable’
 - Estimate of packaging waste to landfill



Data Reporting

- KPI # 1 data = Packaging consumption
- NEPM+ & KPI #21 data = Packaging recovered
 - $\text{KPI \# 1 data} / \text{NEPM+ data} = \% \text{ recovery} = \text{Target \# 1.}$
- $\text{KPI \# 1 data} - \text{NEPM+ data} = \text{Landfill} = \text{Target \# 2.}$
- KPI # 6 data = Consumption of “non-recyclable” packaging
- Related NEPM+ data = “non-recyclable” packaging recovered
 - $\text{KPI \# 6 data} / \text{related NEPM+ data} = \% \text{ recovery} = \text{Target \# 3.}$



Summary

- ECoPP incorporating the Recycling Materials Specifications must be implemented by supply chain and reported against annually.
- Data collection & reporting may appear costly and time consuming – but it is Critical.
- Increased materials recovery – eg. paper, glass, plastics
- NPG Projects underway to support baseline & recycling data verification, including :
 - National strategy for recycling Post-Consumer Rigid Plastics
 - National data collection from MRFs and other Reprocessors
 - Coordinated approaches to develop Away from Home & Public Place recovery systems.



Further Information

- National Packaging Covenant :

www.packagingcovenant.org.au

- National Packaging Covenant Secretariat

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Broader Scope

- Looking ‘beyond kerbside’.
- Development of ‘Away from Home’ recovery systems :
 - throughout the packaging supply chain - distribution packaging
 - public places, workplaces and commercial & industrial premises
 - litter
- **Robust Data Collection & Reporting**
- Increase focus on **Information & Education.**



Priority Areas

- Increased recovery from ‘Away From Home’ sources.
- Continued support for local government to adopt good practice kerbside and drop-off systems.
- Expansion of materials collected and/or market development for materials which are currently poorly recycled eg. PP, PS, glass fines.
- Targeted public awareness initiatives to increase packaging recovery and reduce contamination.
- Strategic litter reduction or prevention programs.
- Improved data collection & reporting.