



Australian Packaging Covenant

Action Plan July 2010 – June 2015

**Plastic Packaging -
Sustaining and Sustainable**

www.pacia.org.au

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Executive Summary: Plastic Packaging - Sustaining and Sustainable

PACIA is pleased to provide this Australian Packaging Covenant Action Plan setting out our commitments to the sustainable design, use and recovery of packaging. The Action Plan covers the period from July 2010 to June 2015.

A key function of the chemicals and plastics sector is to deliver adaptation solutions to the ongoing problems of climate change, water shortages, population increases and corresponding food pressures, and resource constraints. The theme of this action plan is "Plastic Packaging – Sustaining and Sustainable". This recognises the two key themes of designing packaging to protect products whose embodied energy and potential resource loss through waste are often significantly greater than the packaging itself, as well as the resource efficiency and life cycle management of the packaging items employed.

The PACIA Board, members and secretariat are committed to the strengthened Australian Packaging Covenant. This commitment will be demonstrated in two ways:

- A signatory progressing the three goals of Design, Recycling and Product Stewardship, and
- A proactive industry association advocating on behalf of members and providing Covenant management and governance.

Consistent with a mature, industry/ government partnership approach, PACIA will maintain an executive, strategic and governance role in the operation of the Covenant, in addition to assisting members and other stakeholders meet individual and collective goals and commitments.

The Plastics and Chemicals Industries Association (PACIA) is the pre-eminent national body representing Australia's chemical and plastics industry, whose sectors contribute approximately 10% of total Australian manufacturing. Industry turnover is \$33.6bn with direct employment of 83,000. PACIA members are a broad group of companies across entire value chains. These include not only the packaging industry, but importantly the products covered by the Australian Packaging Covenant and which benefit from the safety, security, shelf life and other important attributes delivered by modern packaging. PACIA members are active in the Covenant process throughout the packaging value chain from raw materials to packaging manufacture, from brand owners to recovery and re-processing operations.

PACIA was a foundation signatory to the original National Packaging Covenant in 1999, and has maintained a leadership role on Covenant Council, the National Packaging Covenant Industry Association and other strategic and operational committees. To ensure a successful and sustainable future, the chemistry industry seeks to work with governments to achieve an effective and efficient regulatory framework that is nationally consistent and positively supports a progressive, innovative and responsible industry. The Australian Packaging Covenant, as part of the National Waste Strategy, is a valuable example of an industry, government and community co-regulatory approach that provides credibility, flexibility and support for signatories to continuously improve and explain their progress.

Signed:



Margaret Donnan,
Chief Executive
April 18, 2011

Company summary:

Company name:

Plastics and Chemicals Industries Association (PACIA)

Nature of the organisation:

PACIA is the pre-eminent national body representing Australia's chemical and plastics industry

Brands owned by the organisation:

Not applicable

Place in the supply chain:

Industry association

Packaging materials and formats used:

Not applicable

Contact details:

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PACIA Action Plan Table: July 2010 – June 2015

Performance Goals and 2015 Targets	PACIA Actions	Measures	Timelines
<p>1. Design: Packaging optimized to achieve resource efficiency and reduced environmental impact without compromising product quality and safety:</p> <ul style="list-style-type: none"> • Policies and procedures using the Sustainable Packaging Guidelines (SPG) • Assessing against the SPG 	<ul style="list-style-type: none"> I. Support SPG maintenance and development II. Promote and link PACIA ‘Design for Sustainability with Plastics’ (D4S) design guides for APC / SPG use III. Develop Australian Standards and support materials for the use of degradable plastics IV. Assist improvements for life cycle literacy to support accurate, consistent decision making 	<ul style="list-style-type: none"> • Content review and updating as required • D4S program for APC in place • Australian Standards and support materials in place • Incidence of life cycle approaches and tools in PACIA communications and strategies 	<ul style="list-style-type: none"> • As required • December 2011 • SAI Global availability • Annually
<p>2. Recycling: the efficient collection and recycling of packaging:</p> <ul style="list-style-type: none"> • 70% recycling rate • Market development • Buy Recycled policy 	<ul style="list-style-type: none"> I. Conduct the annual National Plastics Recycling Survey to report and track recycling amounts, trends and identify areas for development II. Assist in identification, promotion and facilitation of market development opportunities III. Specialist advice for APC recycling projects IV. PACIA “Buy Recycled Policy” 	<ul style="list-style-type: none"> • Recycling Survey completed annually by March • MarCom implementation including APC and State government briefings • Companies and projects referred for assistance • Company and project assistance requests • In place by June 2012 	<ul style="list-style-type: none"> • Annually • Annually • Annually • June 2012

Performance Goals and 2015 Targets	PACIA Actions	Measures	Timelines
<p>3. Product Stewardship: a demonstrated commitment to product stewardship by the supply chain and other signatories:</p> <ul style="list-style-type: none"> • Policies to collaborate for improvement • Reduced packaging litter 	<p>I. Specialist support for supply chain projects</p> <p>II. Design for Sustainability with Plastics lifecycle advice in place</p> <p>III. Support for development of litter strategy</p> <p>IV. Development of information and support materials in relation to degradable plastics in litter</p>	<ul style="list-style-type: none"> • Companies and projects referred for assistance • D4S program in place • Litter strategy and measurement in place • Development of information and Comms Plan 	<ul style="list-style-type: none"> • Annually • December 2011 • APC timeline • June 2013
<p>4. Member representation and advocacy:</p> <ul style="list-style-type: none"> • Meeting attendance • Member awareness and support 	<p>I. Attendance at APCC, NPCIA and associated meetings</p> <p>II. Promotion of APC in member and broader communications and networks</p> <p>III. Support for member, and other stakeholder, Action Plan development and management</p>	<ul style="list-style-type: none"> • Meeting attendance • Incidence in communications, reports, submissions • Incidence of company support provided 	<ul style="list-style-type: none"> • Annually • Annually • Annually
<p>5. Covenant management and governance:</p> <ul style="list-style-type: none"> • Strategic oversight of NPCIA management, finance and governance controls • Support for Strategic Plan / Business Plan delivery 	<p>I. NPCIA Executive oversight</p> <p>II. NPCIA finance and governance oversight</p> <p>III. Assist development of APC Audit and Compliance program</p> <p>IV. Specialist support for funding program</p>	<ul style="list-style-type: none"> • NPCIA meeting operational targets • Establish and participate in Risk and Governance Committee • Audit and Compliance program in place • Incidence of support provided 	<ul style="list-style-type: none"> • Annually • December 2011 • APC timeline • Annually

Note: Primary responsibility for delivery of PACIA's commitment lies with the Director, Sustainability and Innovation. Reporting against timelines will be included in PACIA's APC Annual Report.