



PLASTICS AND CHEMICALS INDUSTRIES ASSOCIATION

**Committed to the Elimination of Plastic Packaging
Waste to Landfill using Supply Chain Stewardship**

NATIONAL PACKAGING COVENANT MK 2

ACTION PLAN 2005 - 2008

www.pacia.org.au

CONTACT: PETER BURY
Director, Industry Development - Plastics
P.O. Box 211 Richmond, Vic., 3121
Phone: 03 9429 0670

EXECUTIVE SUMMARY

The Plastics and Chemicals Industries Association (PACIA) is the peak body representing companies in the Plastics and Chemicals, Importers and Distributors and Adhesive and Sealants sectors worth over 22 Billion dollars of annual turnover. 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. A foundation Covenant signatory, the PACIA Board, Members and Management have re-committed to a second Covenant through to 2010.

This Action Plan sets out our commitments and actions to support our Members, the broader plastics and chemicals sectors as well as our Government and Community partners in the Covenant process. They focus on meeting the agreed, collective NPC objectives including Targets and Key Performance Indicators which will improve the sustainable manufacture, use and recovery of packaging.

Action Plan Key Points

PACIA commits to assist delivery and maintenance of structure and governance as well as coordination and research for the strengthened Covenant. Our key actions for the 2005 – 2008 period of this Action Plan include:

- Providing **industry representation, governance and administration** for the operation of the Covenant including active participation on:
 - National Packaging Covenant Council
 - National Packaging Covenant Industry Association
 - Selection Committee for the newly established Secretariat
 - Action Plan reviews with the Review and Evaluation Working Group
 - Participation on State Project Groups
- **Support for member signatories** with Action Plans, reports and projects
- **Programs to assist meeting overall and sector recovery rates**, specifically:
 - Plastic packaging recycling from 20.5% to 30 – 35%
 - Increasing materials with relatively low rates from current 10% estimate to 25%
- Progressing a responsible, national **all-rigid plastics packaging recovery strategy** including research / technical trials for post consumer Polypropylene and Polystyrene and incorporating end-market development
- **Providing credible, accurate and consistent data**
 - Delivering the annual PACIA National Plastics Recycling Surveys
 - Assisting NPCIA in delivering the industry KPI database and reports
- Assist **improving the environmental impact of packaging over whole-of-life**
 - Developing a Code of Practice for Degradable Plastics in Australia
 - Assist the management for the Environmental Code of Practice for Packaging
- **Reducing Litter and its impacts**
- Proactive litter strategy development as part of the Victorian Litter Action Alliance and the New South Wales Litter NSW Litter and Illegal Dumping Action Alliance.

Signed:



Michael Catchpole
Chief Executive

28 / 02 / 2006

PACIA NPC MK 2 ACTION PLAN: November 2005 – October 2008

Action Area	Commitment	Benefit	Measures
Representation, Governance and Administration	Provide active representation to the NPCC, NPCIA, Secretariat Selection Committee and State Project Groups	Consistent and balanced governance of key matters towards NPCC objectives	<ul style="list-style-type: none"> • NPCC / NPCIA meetings attendance and actions • Corporate Governance as part of NPCIA Committee. • Working group meetings and actions
Product Stewardship	<ol style="list-style-type: none"> 1. Promote and reinforce the Environmental Code of Practice to Members and others including being part of the Management Committee 2. Degradable plastics – Develop and manage a Code of Practice for Degradable Plastics in Australia 3. Continued Management of the Plastics Identification Code 	<ul style="list-style-type: none"> • Increased use of revised ECoPP I reduces time and effort in design and communicating technology thresholds • Accurate and consistent information over whole-of-life to improve decision making • Consistent application and use of the Code to improve recovery outcomes 	<ul style="list-style-type: none"> • ECoPP Management meeting attendance and actions • Completed July 2006 • DEH and ACCC partners • PIC inquiries managed and assistance provided
Accurate data to track progress	Conduct annual Plastics Recycling Survey and Report	Provides credible, accurate data on recovery and recycling activity and tracks progress against Targets	<ul style="list-style-type: none"> • Annually for September reporting
Promotion	<ol style="list-style-type: none"> 1. Support and provide updates of the Covenant to public / industry 2. Provide support for Action Plan development and Annual Reports for Members 	<ul style="list-style-type: none"> • Improves Covenant profile and progress • Consistent and focused Action Plans and reports 	<ul style="list-style-type: none"> • Public and industry presentations during period as well as press articles • Continue updated introductory sessions & Action Plan Development sessions with members throughout the year

Action Area	Commitment	Benefit	Measures
Increase: <ul style="list-style-type: none"> • plastic packaging from 20.5% to 30-35% • Low rate materials from 10% to 25% 	<ol style="list-style-type: none"> 1. All-rigid plastic packaging strategy and trials 2. Facilitate styrene packaging recovery partnerships – collective models for various styrenes and products 	<ul style="list-style-type: none"> • Increases overall and plastic packaging recycling rate and low recycling rate. • Combines individual efforts under the NPC into collectives for increased recovery and improved efficiency 	<ul style="list-style-type: none"> • Complete recycling trials of Polystyrene by March 2006 • Complete workshops and final consultants report with options by August 2006 • Conduct styrene recycling round-table February 2006 • Progress outcomes with supply chains
Market Development	<ol style="list-style-type: none"> 1. Develop a suitable resource map of plastic waste to locate the amount and type of material available for recovery 2. Support continued development of the Australian plastics recycling sector 	<ul style="list-style-type: none"> • Improves information for decision making including cost-effective recovery of complimentary materials • Improved networks and linkages of recyclers to NPC improves recovery and recycling outcomes 	<ul style="list-style-type: none"> • Victorian trial resource map in place by October 2006. • Facilitation of the PACIA Plastics Recyclers Group commenced under NPC1
Key Performance Indicators	Assist NPCIA in the management of the Industry data collection and reporting database	Consistent data and reports to track NPC progress	<ul style="list-style-type: none"> • Database operating by September 2006
Litter	<ol style="list-style-type: none"> 1. Continued support for the Victorian Litter Action Alliance and the NSW Litter and Illegal Dumping Action Alliance. 2 Work with global partners to identify issues and resources 	<ul style="list-style-type: none"> • Reduction in litter and it's impacts • Connection with NPC work • Identifies issues and credible resources to assist ahead of time 	<ul style="list-style-type: none"> • VLAA Board / Working Group • Continue funding of the Victorian Litter Champion • NSW Litter and Illegal Dumping Taskforce • Regular meetings with global partners on litter management and strategies
Plastic Bags	Work with NPC partners to manage plastic bag litter impacts	<ul style="list-style-type: none"> • Reduces environment impact of this litter source • Support member companies 	<ul style="list-style-type: none"> • Work with Government and industry partners