



**PLASTICS AND CHEMICALS
INDUSTRIES ASSOCIATION**

NATIONAL PACKAGING COVENANT

ACTION PLAN 2008 - 2010

**Sustainable Plastic Packaging
Eliminating Plastics Packaging Waste to Landfill**

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 34 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.

PACIA maintains an executive, strategic and governance role in the operation of the Covenant, as well as assisting members and other stakeholders in the plastics and chemicals product chains meet individual and collective goals and commitments.

This Action Plan sets out our commitments and actions to support Members, the broader plastics and chemicals sectors and our Government and Community partners in the Covenant. 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's commits to assist maintaining the structure, governance, coordination and data for the remainder of the current Covenant as well as preparation and transition for a planned third agreement.

The key features of this commitment, therefore, have two areas of focus:

1. Completion of NPC 2 requirements and commitments
2. Design and specification for a likely extended Covenant – NPC 3, and its transition

Both of these areas have activities for the 2008 – 2010 period of this Action Plan including:

- Providing **industry representation and advocacy** for the operation of the Covenant on the:
 - National Packaging Covenant Council
 - National Packaging Covenant Industry Association
 - National Packaging Covenant Secretariat Steering Committee
 - Management Committee of the Environmental Code of Practice for Packaging
 - Victorian Jurisdictional Project Group
- **Governance of the NPCIA**, the legal entity with custodian responsibility for NPC funding.
- **Support for member signatories** with Action Plans, reports and projects
- **Assist meeting, maintaining and progressing overall and sector recovery rates:**
 - Plastic packaging recycling from baseline 20.5% to 30 – 35%
 - Materials with relatively low rates from estimated baseline 10% to 25%
- **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 whole-of-life environmental impact of packaging by Product Stewardship**
 - Applying the principles of the global plastics industry in sustainable plastics recovery
 - Managing the Degradable Plastics Products Stewardship Guide and Commitment
 - Assist the management for the Environmental Code of Practice for Packaging
 - Developing Sustainable Packaging Design tools for NPC 3
- **Communication and promotion** of the NPC to member and external audiences
- Reporting of **Key Performance Indicators**
- Playing our part in the product stewardship responsibilities for **plastic shopping bags**

Signed:

A handwritten signature in blue ink that reads "Margaret Donnan". The signature is written in a cursive style with a long, sweeping underline.

Margaret Donnan,
Chief Executive

June 12, 2009

PACIA National Packaging Covenant Action Plan Table: July 2008 – June 2010

Action Area	NPC 2	Reportable Measures	NPC 3 Planning and Transition	Reportable Measures
Representation and advocacy	Provide active representation on the: <ul style="list-style-type: none"> • NPCC • NPCIA • Secretariat Steering Committee • EcoPP Management Committee and, • Vic JPG 	Attendance at meetings, actionable outcomes	Input into NPC goals and objectives	Final goals and objectives in place for NPC 3 commencement
Governance and Administration	Maintain Committee responsibility on NPCIA including business planning, financial management and governance	Meeting attendance, annual business plan, monthly accounts reviewed, AGM's completed on time.	Develop Operational Model for NPC 3 with Vic EPA and NPCIA	Operational Model review completed. Recommendations in place for commencement
Action Plan support	Provide support for Action Plan development and Annual Reports for Members	<ul style="list-style-type: none"> • Support for members as required • PACIA Action Plan and Annual reports on time 	Assist development of revised reporting needs	New reporting needs in place for commencement.
Increase Recycling: <ul style="list-style-type: none"> • plastic packaging from 20.5% to 30-35% • Low rate materials from 10% to 25% 	<ul style="list-style-type: none"> • All-rigid plastic packaging strategy and trials • Development of film and flexible recovery options • Review "Non-recyclable" category 	<ul style="list-style-type: none"> • Increases in recycling rates • Draft film and flexibles strategy by June 2010 • Non-recyclable category reviewed and removed from NPC 	Review and adapt recycling strategies for any new target areas	Review completed and recommendations in place for commencement
Accurate data to track progress	Conduct annual Plastics Recycling Survey and Report	<ul style="list-style-type: none"> • 2009 Plastics Recycling Surveys completed 	Review NPC 3 recycling /other data needs and reporting systems	Recommended data systems in place for commencement

Action Area	NPC 2	Reportable Measures	NPC 3 Planning and Transition	Reportable Measures
Improving Environmental Performance by Product Stewardship	<ul style="list-style-type: none"> • Apply the “Sustainable Plastics Recovery” global guidance to NPC activities • Promote and reinforce the EcoPP to signatories and others. Participate on the Management Committee • Degradable plastics – Manage the Degradable Plastics Product Stewardship Guide and Commitment • Manage the Plastics Identification Code 	<ul style="list-style-type: none"> • Completion of the “Sustainable Plastics Recovery” guide • Management meetings and actionable outcomes as required • Maintain verification process and listing. Meet annual reporting goals • Provide advice as required 	<ul style="list-style-type: none"> • Develop new Sustainable Packaging Design Guidance document • Complete PACIA D4S Packaging Quickstart guide • Apply the “Sustainable Plastics Recovery” global guidance document to NPC activities 	<ul style="list-style-type: none"> • New design guide ready for use by NPC 3 start • Quickstart #11 on packaging completed and available • Reference the Sustainable Plastics Recovery guide in policy and other strategic documents
Communication and Promotion	<ul style="list-style-type: none"> • Support and provide updates of the Covenant to public / industry / govt’s 	<ul style="list-style-type: none"> • NPC aspects in reports, submissions and presentations 	Encourage continued NPC participation by members and others	
Key Performance Indicators	Assist NPCIA in the management of the Industry data collection and reporting database		Assist development of new Performance Indicators and KPI’s	
Plastic Shopping Bags	Work with NPC partners to manage plastic bag litter impacts	Actionable outcomes from bag specific programs		