

Australian **P**ackaging **C**ovenant

5 year Action Plan for

The Organisation of the Australian Recycled Cartonboard Campaign Inc.



July 2010 – June 2015

1. Executive Summary

The Organisation of the Australian Recycled Cartonboard Campaign Inc was founded in 1995 to help consumers identify those products packaged in Australian Recycled Cartonboard (ARC) and to reward those Packaged Goods Manufacturers (PGMs) who are displaying their responsible attitude to our environment in using this packaging form.

The organisation initially sought to ensure that all Australian Packaged Goods Manufacturer users of cartonboard packaging change from using 'virgin' cartonboard to using recycled and recyclable cartonboard to package their products – the environmentally preferred option. This change is based on two main points:

- To reduce the use of 'virgin' cartonboard in favour of removing waste from the waste stream and using that waste to produce recycled cartonboard.
- A researched 'consumer need' – it was found that Australian consumers preferred products packaged in Australian Recycled Cartonboard, consumers stated they would choose products in this packaging over others.

In 2004, in recognition the above factors are equally valid in their relevance to all packaging materials, the Organisation expanded its mission to ensure that all Australian Packaged Goods Manufacturers change from using 'virgin' packaging material of any kind where ever possible, to using recycled and recyclable packaging material/s (ARP) to package their products. Losses in funding and changes in sponsor support delayed the creation of an effective License Agreement and the implementation of that strategy till the latter part of 2005.

The national campaign run by the Office is closely aligned to the fundamental aims of the Australian Packaging Covenant – waste minimisation. Using the Schools Competition and other public educational tools, the Campaign Office increases consumer awareness of, and demand for, the packaged goods using ARC or ARP. The Campaign then uses this awareness level and product quality demand, to enlighten all the Packaged Goods Manufacturers of the benefits of using ARC or ARP. The aim is then that the manufacturers will specify the environmentally sensitive substitute that is made from recycled material and can be recycled.

1.1 Key Initiatives and Achievements

Within 12 months of inception, the Organisation had over 30 of Australia's largest PGMs displaying the ARC logo. PGMs who were contemplating the use of imported virgin fibre cartonboard (identified to represent as much as 30% of the domestic cartonboard use) chose not to do so. The ARC logo and launch community-based Campaign was created by students entering a competition in 1995 in which approximately 40% of all primary and secondary schools in Qld, NSW and Vic participated with the support of Australia's media and paper recycler, Amcor. Expanded to include all States and Territories since then, the competition, requiring students to take up the challenge of telling their community '**Recycling only works if you buy recycled too!**' by creating and publicising innovative messages in their local communities and media, has attracted an average 12% participation rate each year since.

A higher \$AU and lower virgin packaging material prices have seen some PGMs choose the less environmentally sensitive virgin packaging material option that lessens the demand for removal of material from the waste stream.

In response, ARC expanded our mission to include all ARP. We have now effectively communicated the total benefits of ARP to all major PGMs' and Fast Food (FF) procurement and production personnel, in face-to-face and on-line presentations. Refer www.arc.org.au to review PowerPoint presentation. PGMs and FF retailers have subsequently applied the ARP and ARC logos to their appropriate packaging.

The new Agreement facilitates the use of both logos to all Australian recycled packaging irrespective of manufacturer and formally reflects the separation of Amcor (its major sponsor) from ARC/ARP, providing the **appearance of the reality of independence of the industry standard.**

The ARC Campaign's head office is in Brisbane (address below), and has a team of approximately 6 people working in various capacities, some within the Campaign Office, some within Amcor. ARC does not produce packaging, nor does it fund or conduct programs to do with the collection management of packaging waste.

This, our fourth plan, is submitted on behalf of the Organisation of the Australian Recycled Cartonboard Inc and does not form part of Amcor Australia's Action Plan submission.

1.2 ARC's Commitments

- **Raise public awareness to the benefits of buying recycled too!**

Recycling is not just the act of recycling, collection and reprocessing, but also includes the often over looked back-end ... the *purchasing* of recycled products. However, buying recycled has been difficult in the past with product availability being limited and premium prices often prevailing. In a process that feeds itself, greater demand will fuel greater supply, thus reduced prices, which will in turn fuel greater demand.

In 1995, the ARC campaign was started to help reduce our waste stream and create Australian jobs by encouraging more manufacturers to use this kind of packaging rather than virgin cartonboard. In 2004, the ARC campaign launched the ARP logo to PGMs to allow consumers to fulfil their desire to identify all recycled, recyclable packaging made from waste drawn from the Australian waste stream.

With the help of thousands of Australian school students, the ARC Campaign has made tremendous progress! While the list of manufacturers who package in Australian Recycled Cartonboard/Packaging (ARC/ARP) diminishes with the number of PGM's manufacturing in Australia, the proportion of products carrying the logos remains significant – and that means less waste and more Australian jobs.

With the recycling cycle at the forefront of our minds and efforts, the ARC Campaign has taken the message to the very place where consumers make their final purchasing decisions – their local supermarkets and shopping centres! Each year's ARC competition requires students to take up the challenge of telling their community 'Recycling only works if you buy recycled too!' by creating innovative media/messages and taking them to the streets and shopping malls. Refer www.arc.org.au to review 2011 National Schools Competition

By educating consumers through the National Schools Competition ARC helps them to understand that they can make a difference to our environment and help create Australian jobs by choosing products that are packaged in Australian Recycled Cartonboard/Packaging, in preference to brands that are packaged from imported, virgin or non-recyclable materials.

- **Promotion and Publicity**

- The web site will continue to be maintained and updated quarterly.
- The National Campaign Coordinator will continue to actively seek opportunities to speak on the Covenant and promote its benefits at public gatherings.
- The National Campaign Coordinator will handle enquiries on the Covenant.
- ARC will promote information kits and other information released by the Covenant Council.
- ARC promotional videos, CDs and printed material.
- The ARC National Schools Competition reaching into every community in Australia via all schools and shopping centres.

- **Provide Assistance to Members with Action Plans**

- To make the job of compliance easier, the ARC Campaign Office is continuing to encourage and offer assistance to PGMs to commit to the Covenant and compose a compliant Action Plan and progressive Reports.
- Provide briefings to members and, on request, selected non-members.

- **Other Commitments**

- Work to ensure a wider industry acceptance and understanding of the Environmental Code of Practice.
- Encourage the Australian Packaging Covenant members to adopt the principles of product stewardship for packaging and develop “Covenant-friendly” packaging.
- Work constructively with other parties to promote the Australian Packaging Covenant and to resolve cooperatively any problems that may arise in its implementation.
- The ARC Campaign Office promotes the objectives of the Australian Environmental Labelling Association to encourage PGM's to adopt more environmentally sensitive strategies and processes throughout all facets of their enterprise, and in so doing meet internationally recognised standards for care of the environment.
- To highlight to Covenant signatories the consumer-confusing limitations, and hence comparative meaninglessness of the Mobius Loop.
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2. Company Identification, Contact and Authorised Officer

The Organisation of the Australian Recycled Cartonboard (ARC) Campaign Inc.

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Contact and Authorised Officer: Phillip M Enright (ARC National Campaign Coordinator)

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3. Measurement of Actions

The Organisation of the Australian Recycled Cartonboard Campaign Inc has no direct tangible involvement with packaging or the products the recycled, recyclable packaging it promotes contains.

As stated at the outset, the Organisation primarily aims to reduce the use of 'virgin' packaging material in favour of removing waste from the waste stream and using that waste to produce recycled recyclable packaging. Secondly, to achieve its primary objective, the Organisation aims to support the Australian consumer's preference for products packaged in Australian Recycled Packaging, by encouraging and rewarding PGMs to identify their products packaged in Australian Recycled Packaging identified with the ARC or ARP logo.

Furthermore, the Organisation seeks to achieve the goals of the Covenant through facilitating the engagement of all Australian school communities with all PGM's and FF retailers via an annual National Schools Competition and the media, the competition requiring the students to highlighting and rewarding all PGM's and FF retailers' brands employing recyclable, recycled packaging.

So the KPI's of the Organisation's Campaign are;

1. The number of school communities participating in each year's competition
2. The media coverage of the Competition and the students' entries and the messages their entries promote
3. The number of PGM's SKU's bearing the ARC or ARP logos

Past experience has shown PGM's personnel will not invest the considerable time and resources to provide data in respect of point 3, only KPI's 1 and 2 above can be applied.

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4. Action Plan 2010-2015

The Australian Recycled Cartonboard Campaign has developed an Action Plan that encompasses the aims of the Australian Packaging Covenant

Covenant performance goals and KPIs	Actions	Responsibility	Baseline data	Target or performance goal	Timeline/ milestones (MM/YY)
<p>Goal 1. - Design – optimise packaging to achieve resource efficiency and reduce environmental impact without compromising product quality and safety Target: 70% of Covenant signatories with documented policies and procedures for evaluating and procuring packaging using the SPG or equivalent</p>					
<p>KPI 1 Proportion of signatories in the supply chain implementing the SPG for design or procurement of packaging</p>	<p>Encourage the Australian Packaging Covenant members to adopt the principles of product stewardship for packaging and develop packaging according to the Sustainable Packaging Guidelines (SPG).</p> <p>Work constructively with other parties to promote the Australian Packaging Covenant and to resolve cooperatively any problems that may arise in its implementation.</p>	<p>National Campaign Coordinator</p>	<p>2010</p>	<p>Measured by the number of SKU's of participating PGM's which display the ARC and ARP logos on their packaging</p>	<p>Continuous</p>
<p>Goal 2. Recycling – the efficient collection and recycling of packaging</p>					
<p>KPI 2 National recycling rate for packaging</p>	<p>One of our key missions is to ensure that all Australian Packaged Goods Manufacturers change from using 'virgin' packaging material of any kind where ever possible, to using recycled and recyclable packaging material/s (ARP) to package their products.</p>	<p>National Campaign Coordinator</p>	<p>2010</p>	<p>100% Australian Packaged Goods Manufacturers using ARPs</p>	<p>Continuous</p>
	<p>Engaging the community: The ARC has been proactive in engaging the community in public awareness campaigns about recycling. Since 1995, (2004 in the case of ARP packaging) the annual ARC Competition has focused the energy, enthusiasm and creativity of thousands of students throughout Australia whose entries and dedication help raise community awareness about the environmental benefits of ARC/ARP packaging.</p> <p>Community Service Announcements developed and aired until the conclusion of the National Schools Competition to increase awareness within the</p>	<p>National Campaign Coordinator</p>	<p>2010</p>	<p>The number of school communities participating in each year's competition</p>	<p>Annually</p>

	<p>community.</p> <p>The ARC National Schools Competition now works with Councils and State Govt Education Depts around Australia to promote the environmental benefits of purchasing products using ARC and ARP packaging</p> <p>Raising the profile of recycling through labelling: Students who entered the inaugural ARC Competition designed the logo and slogan that can be used by all participating PGM's to tell consumers that their packaging is made in Australia from recycled cartonboard or other recycled packaging material that is in turn recyclable.</p> <p>Advertising and awareness: The ARC Campaign Office produces and displays on buses and trams across Australia, with the support of Buspak, the logo and slogan that can be used by all participating PGM's to tell consumers that their packaging is made in Australia from recycled cartonboard that is in turn recyclable.</p> <p>The ARC Campaign Office supports all schools entering the ARC Competition in its promotions of the students' efforts and their objectives in entering the competition</p>	National Campaign Coordinator	2010	The number of school communities participating in each year's competition The media coverage of the Competition and the students' entries and the messages their entries promote.	Continuous
		National Campaign Coordinator	2010	The media coverage of the Competition and the students' entries and the messages their entries promote	Continuous
KPI 3 Proportion of signatories with on-site recovery systems for recycling used packaging	We investigate, and encourage packaging goods manufacturers, to investigate packaging alternatives that use recycled materials. In the process we advocate signatories have on site recovery systems where possible.	National Campaign Coordinator	2010	100% Australian Packaged Goods Manufacturers using ARPs	Continuous
KPI 4 Proportion of signatories with a policy to buy products made from recycled packaging	Ensure Australian Packaged Goods Manufacturers change from using 'virgin' packaging material to using recycled and ARP to package their products.	National Campaign Coordinator	2010	100% Australian Packaged Goods Manufacturers using ARPs	Continuous

Goal 3. Product stewardship – a demonstrated commitment to product stewardship by the supply chain and other signatories (Target: 70% of Covenant signatories are implementing formal policies and procedures in working with others to improve design, procurement and recovery of packaging)					
KPI 6 Proportion of signatories that have formal processes for working with others to improve design and recycling of packaging	To make the job of compliance easier, the ARC Campaign office is offering assistance to participating PGM's in composing a compliant Action Plan to the Covenant.	National Campaign Coordinator	2010	Measured by the number of SKU's of participating PGM's which display the ARC and ARP logos on their packaging	Continuous
KPI 7 Proportion of signatories demonstrating other product stewardship outcomes	The ARC plans to further promote the covenant by: <ul style="list-style-type: none"> • Maintaining update website references • Promote information kits and other information released by the covenant. • Actively seek opportunities to speak on the Covenant and promote its benefits at public gatherings. • ARC Videos, CD's and printed material. • Promote the benefits to PGMs of becoming a signatory to the Australian Packaging Covenant. 	National Campaign Coordinator	2010	Measured by the number of SKU's of participating PGM's which display the ARC and ARP logos on their packaging	Continuous
KPI 8 Reduction in the number of packaging items in litter	In encouraging signatories to meet their obligations under the Australian Packaging Covenant, the ARC works towards achieving this KPI. The ARC endorses the reuse of used cartonboard and paper packaging. This promotes efficient resource recovery, and by that, minimises unnecessary resource waste. Litter is a wasted resource that should be utilised.	National Campaign Coordinator	2010	Continuous reduction in the number of packaging items in litter	Continuous

Conclusion

The Australian Recycled Cartonboard Campaign office will remain a strong supporter and proponent of the Australian Packaging Covenant and will work hard with its members, companies and all spheres of government to ensure the Covenant's success.

To further dimension our Packaging Covenant Action Plan Update, we have highlighted (Refer www.arc.org.au website) some of the material we have produced and community engagement we have achieved, including material to be used in implementing our 2011 Action Plan.