



## Design for the Environment Guidelines



### ENTRANT

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### CATEGORIES ENTERED

Educational / Promotional  
Programme Encouraging Materials  
Recovery



Recover NZ  
reduce - reuse - recycle



### SPECIAL FEATURES



Plastics NZ launched its sustainability initiative in 2003 and embarked on the Best Practice programme with assistance from the Ministry for the Environment Sustainable Management Fund. In Year 3 it concentrated on Design for the Environment and preparation for the guidelines addressing a number of specific sector areas including packaging.



The programme is "hands on" designed to encourage efficient use of resources, sustainable design, labelling and the recovery of materials. The programme relates closely to the third measure of progress in the Packaging Accord - Packaging Design & Procurement.



The programme is now part of the Diploma in Design & Specification of Plastics, an in-house qualification run by Plastics NZ.



Copies of the Guidelines have been distributed to every member of Plastics NZ (200+ companies) and associated companies such as retailers / brand owners.



The Guidelines are an easy to use tool that enable plastics product designers to design their products with consideration of all stages of the product life cycle. Measures such as Improved resin type labelling, use of mono materials, and avoidance of hazardous additives are encouraged through the Guidelines, leading to increased recyclability.



Most importantly the Guidelines aim to reduce the amount of material used in packaging. This is the most important step in the waste hierarchy.

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