

**WHAT SHOULD A PACKAGING PRODUCT STEWARDSHIP SCHEME DO?**

Communication	Education	LCA/Carbon Footprinting	End of Life Options	Cost Related
<p><b>In Summary/Key Messages:</b>                      Be inclusive of a wide industry base                      Have a goal &amp; strategy to reach that goal                      Clearly define what packaging is: responsibilities &amp; expectations                      Meet regulatory requirements</p>	<p>Educate both consumers &amp; industry professionals                      Establish best practice &amp; industry guidelines                      Focus on packaging design                      Retain a focus on all packaging issues from design to disposal options</p>	<p>Understand the role the LCA plays</p>	<p>Consider multiple disposal options</p>	<p>Be cost effective</p>
<p>Strong mechanisms to include all in industry - eliminate 'free riders'</p>	<p>Education</p>	<p>LCA</p>	<p>Convert to energy rather than recycle into other products</p>	<p>Cost - who pays?</p>
<p>Have buy in from all relevant parties</p>	<p>Include education as a key component</p>	<p>Cradle to grave [principles]</p>	<p>Generate usable end products</p>	<p>Cost is a factor - consumers won't pay</p>
<p>Mandatory membership</p>	<p>Educate consumers</p>	<p>Process/value chain</p>	<p>Simplify recycling</p>	<p>Ensure financial viability</p>
<p>Require membership (compulsory) for 80% of relative market</p>	<p>Consumer education</p>	<p>Recognise shift from recovery plans to agreements on mechanisms for LCA's</p>	<p>Co mingling contamination issues</p>	<p>Avoid expensive legislation</p>
<p>Ensure wider representation</p>	<p>Consumer education - Lots of confusion about types of plastics and what can be recycled</p>	<p>Provide a wider coverage of the participants in a product lifecycle</p>	<p>Focus on more than just recycling; indices of reduce, reuse, recycle</p>	<p>Favour market-based instruments</p>
<p>PPS scheme should be inclusive for all interested parties - brand owners, retailers, manufacturers</p>	<p>Consumer education and feedback</p>	<p>Clear criteria, clear roles for players in lifecycle</p>	<p>Infrastructure push</p>	<p>Avoid cross subsidy</p>
<p>Form should include all perspectives</p>	<p>Educate on material selection/consumers</p>	<p>- define players,</p>	<p>Cover domestic as well as commercial (all industry sizes)</p>	
<p>Better balance of participants [in scheme] ie retail/community groups/councils</p>	<p>Should be cognisant of imported products</p>	<p>- allocate costs;responsibility,resources</p>	<p>Consumers to be able to return packaging to retailer for disposal</p>	
<p>Not be fragmented</p>	<p>Packaging to marketing - education is important</p>	<p>- establish standards and enforce (teeth)</p>		
<p>Avoid complacency</p>	<p>Professional development for marketers</p>			
		<p>Provision of baseline data from packaging supplier eg carbon footprint of Sustainable use of resources based on materials' life cycle</p>		
<p>Driving packaging as an environmental choice</p>	<p>National standards/best practice</p>			
<p>Have as a stated goal the reduction in packaging consumption per capita</p>	<p>Standards for consumers to understand:</p>	<p>Lifecycle analysis - track products/packaging from source                      Consider/measure carbon footprint involved in transport of recovery/recycling</p>		
<p>Set goal of sustainable solution</p>	<p>- Which brands/brand owners are performing best</p>			
<p>Rules around claims</p>	<p>- [create] rating system which will be independently audited</p>			
<p>Strategy</p>	<p>Global best practice:</p>			
<p>Encouragement</p>	<p>- NZ in line with rest of world</p>			
<p>Behaviour: reduce, re-use, recycle</p>	<p>- Agree and promote best practice by sector, consumer, etc.</p>			
<p>Increased push to resource vs recovery</p>	<p>Align with international initiatives - global links important</p>			
<p>Integration</p>	<p>Trans Tasman cooperation</p>			
<p>Sustainability</p>	<p>Links</p>			
<p>Clearly define what packaging is and the responsibilities and expectations</p>	<p>Better feedback to designers on innovative products</p>			
<p>Framework that everyone can understand</p>	<p>Driving innovative design for environmental products</p>			
<p>Define the responsibilities of each stakeholder</p>	<p>Design - address at early phase [imported packaging]</p>			
<p>Robust, transparent indicators</p>	<p>Focus on packaging design</p>			
<p>Evidence based reporting for all</p>	<p>Focus on packaging design</p>			
<p>Transparency/collaboration</p>	<p>Fix at producer as well as consumer end</p>			
<p>Ensure transparency and comparisons</p>				
	<p>Retain focus on recycling and recovery</p>			
<p>Product Stewardship or broader environmental responsibilities/complexities</p>	<p>Focus on local materials and re-use</p>			
<p>Collaborate with other policies, schemes, accords other than just packaaing</p>	<p>Packaging awareness</p>			
<p>Meet the requirements of the [Waste Minimisation] Act</p>	<p>Clearly identifiable products/stronger identification of product (recyclable)</p>			
<p>New 'accord' needs to be more publicly known</p>	<p>Prioritise, act, review, amend</p>			
<p>Scheme should inform community</p>	<p>[create] Feedback loops</p>			
<p>Retailers to signal to manufacturers &amp; importers packaging change requirements</p>	<p>Consider litter impact in design of packaging</p>			
<p>Formalise into a 'system' and promote</p>	<p>Litter is behavioural</p>			
<p>Retailers can't dictate to suppliers - need dialogue</p>				
<p>Include brand owners in process</p>				
<p>Brand owners should accept responsibility for products they market</p>				
<p>Why do we have an Accord?</p>				
<p>What more can a PPS scheme do than the first two accords</p>				

**WHAT CRITERIA WOULD YOU USE TO MEASURE THE SUCCESS OF A PRODUCT STEWARDSHIP SCHEME?**

Communication	End of Life Options	Education	LCA/Carbon Footprinting	Cost Related
<p><b>In Summary/Key Messages:</b>                      Widespread participation, quality &amp; leadership                      Increase public awareness &amp; understanding                      Transparent, achievable measures</p>	<p>Waste to landfill reduction/elimination                      Mass balance data                      Accountability for end of life</p>	<p>Understand design link &amp; consumer habits                      Need for standards &amp; labelling</p>	<p>Implement LCA practices</p>	<p>Be cost effective</p>
<p>Engagement and co-operation of all players</p>	<p>Zero waste to landfill</p>	<p>Link between changes of design with recovery rates</p>	<p>Independent LCA</p>	<p>Economically sustainable</p>
<p>Broad participation</p>	<p>Reduction in waste to landfill</p>	<p>Education to be linked to economics and consumer behaviour</p>	<p>LCA</p>	<p>Economically viable for both producer and consumer</p>
<p>Measure of stakeholder performance and engagement</p>	<p>Decrease volumes to landfill</p>	<p>Focus on biggest waste products eg tyres, batteries</p>	<p>Life cycle analysis</p>	<p>PPS needs to be based on economics of recycling</p>
<p>Accountability</p>	<p>Criteria: Reduced landfill demand</p>	<p>Reduction in packaging produced</p>	<p>Carbon footprint reduction compulsory for every product sold in NZ</p>	<p>Value for all in chain</p>
<p>Measure of sustainable design (industry surveys)</p>	<p>Recovery rates/diversion from landfill</p>	<p>Legislation against litter</p>	<p>Show true cost benefit analysis</p>	<p>Add value to re-use [materials] to encourage NZ [business]</p>
<p>Quality of product</p>	<p>Decrease in packaging/recyclable goods to landfill</p>	<p>Feedback loops</p>	<p>Cradle to cradle vs cradle to grave</p>	
<p>Value based leadership</p>	<p>Packaging in landfill reduced</p>		<p>More sustainable business practices for companies who source packaging/products made from recyclable goods</p>	
<p>Measure effectiveness of agreed scheme</p>	<p>Actively diverting waste</p>	<p>Accept the need to comply with agreed standards</p>		
<p>- vs no scheme</p>		<p>Product labelling rating for sustainability</p>		
<p>- vs no change</p>	<p>Mass balance</p>	<p>Code harmonisation (global)</p>		
<p>% exported vs local use</p>	<p>Volume/weight of packaging re-used per weight used</p>	<p>Packaging pyramid</p>		
<p>Influence of other supportive legislation/schemes</p>	<p>Measure recycle rate</p>	<p>Recyclability</p>		
	<p>Per capita consumption of packaging reducing</p>			
<p>Public perception</p>	<p>Measure consumption</p>			
<p>Research into consumers expectations</p>	<p>Recovery rates</p>			
<p>Consumer behaviour - does the consumer care?</p>				
<p>Do consumers want to buy recycled products?</p>	<p>Accountability for end of life/disposal</p>			
<p>Consumer expectations - plastic bags?</p>	<p>Recovery vs recyclability vs other beneficial reuse</p>			
<p>Voluntary</p>	<p>Uptake/return of packaging by consumers</p>			
<p>Recognition and visibility for consumer (web site)</p>				
<p>Measure of public awareness &amp; understanding of scheme</p>				
<p>Uniform national approach</p>				
<p>Encourage more the one vehicle for product stewardship</p>				
<p>Be in national interest not just local</p>				
<p>Transparency</p>				
<p>Transparency</p>				
<p>Transparent</p>				
<p>Qualitative and quantitative measures</p>				
<p>Achievable</p>				
<p>Believable</p>				
<p>Agile/flexible</p>				
<p>Provision of information and communication</p>				