



PACKAGED UP

TOWARDS SUSTAINABLE PACKAGING

Packaging Council of New Zealand - Newsletter

November / December 2010

Welcome to the Packaging Council's bi-monthly newsletter – Packaged Up.

We always welcome contributions from our members. The deadline for the next edition is 17th February 2011

Packaging Product Stewardship Scheme - Seminars

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Thank you to the 50 people who attended our two recent seminars in Auckland and Wellington on our Packaging Product Stewardship Scheme, which we ran in collaboration with the Manukau Institute of Technology.

The purpose of the seminars was to cover:

- The 'why' – *why we have a scheme and putting the scheme into context (both political and environmental)*
- The 'what' – *what does the scheme require a company to do?*
- The 'how' – *tools to help report against the scheme's Key Performance Indicators (including worked examples)*



Thank you also to those attendees who completed the on-line feedback survey, which showed, in general, a high level of satisfaction with the presentations and worked examples.

The presentations, worked examples and a short paper summarising our Executive Director's presentation on the political and environmental context for the scheme are all available on the 'Members Only' section of the Packaging Council's website:

http://www.packaging.org.nz/members_area/index.php

Contact Roshni if you have forgotten the username and password (roshni@packaging.org.nz).

We intend to re-run this seminar annually as a refresher for those that need it and as an introduction for people new to the scheme. The dates for 2011 will be the 4th August 2011 in Wellington and 9th August 2011 in Auckland.

Packaging Product Stewardship Scheme – Reporting Standardisation

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One message came back very strongly from the Auckland and Wellington seminars on the Packaging Product Stewardship Scheme. That is, you want standardised reporting templates across the various sectors within the scheme,

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New Members

We are pleased to welcome Carter Holt Harvey as a member of the Packaging Council.

Packaging Product Stewardship Scheme – New Signatories

We are pleased to announce that the following members have signed up to the Packaging Product Stewardship Scheme during November / December:

- Bluebird Foods
- Coca-Cola Amatil

i.e. material manufacturers, brand owners and retailers, to ensure consistency of data collection within those groupings and to help you establish the necessary reporting systems within your businesses.

This work will be progressed as a matter of high priority. However, we need a number of member companies to be involved in the project to ensure the templates meet your needs and are relevant to each part of the supply chain.

Please contact our Executive Director, Paul Curtis (p.curtis@packaging.org.nz), if you would like to be involved in this project.

AIP Half Day Training Course – Introduction to Life Cycle Inventory and Carbon Footprinting – 24th February 2011

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PAC.NZ is very pleased to be collaborating with the Australian Institute of Packaging on this half day training course on life cycle inventory and carbon footprinting, to be held in Auckland on the 24th February 2011.

This half day Professional Development training course provides a comprehensive introduction to life cycle inventory - an inventory that identifies and quantifies energy and resource use and environmental discharges through the entire product life cycle, i.e. from cradle to grave.

The course presenter is Professor Gordon Robertson. Professor Robertson is a food packaging consultant, expert witness, author and trainer, and an adjunct Professor in the School of Land, Crop and Food Sciences at the University of Queensland, Brisbane, Australia.



Click [here](#) to download the course brochure. There is a reduced registration fee for all PAC.NZ members.

Code of Practice Seminar – 5th April 2011

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On the 5th April 2011, PAC.NZ will put on a specific seminar about our Code of Practice for Packaging Design, Education and Procurement.

The seminar will cover the Code in detail and explain how it is linked to the Australian Packaging Covenant and also to international best practice developed by the global retailers and brand-owners for measuring and reporting on packaging sustainability.

The seminar will be primarily aimed at those companies who have basic systems in place and are looking to expand the scope of their measuring and reporting capabilities.

More information will be made available in the New Year, but for now put the date in your diary – 5th April 2011.



- Progressive Enterprises

Click [here](#) for the full list of scheme members.

Accredited Product Stewardship Schemes

The Minister for the Environment, Hon Dr Nick Smith, recently announced that he has accredited two more product stewardship schemes:

- **Agrecovery Rural Recycling Programme** – scheme to recover agricultural plastic containers, silage wrap, crop protection net and agrichemicals.
- **Refrigerant Recovery** – scheme to collect and destruct unwanted synthetic refrigerants, CFCs, HCFCs and hydrofluorocarbons.

Other previously accredited schemes are:

- **Geocycle Holcim Used Oil Recovery Scheme** – used oil collection and disposal scheme.
- **Plasback** – scheme to recover used farm plastics for recycling.
- **Glass Packaging Forum's** glass packaging product stewardship scheme – scheme for reducing the amount of glass packaging sent to landfill.

Hanable the Canable School Competition

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Could you create a recycling superhero?

That was the challenge CANZBAC set for their latest schools competition.

Following on from the highly successful Hanable the Can-able, monster making competition, children were asked to write an outline of a story that is to become a new and action packed TV adventure on a day in the life of Hanable the Canable (HC to his friends) – the recycling superhero.



The competition ran through the Starters and Strategies magazine, which is published every school terms and distributed to 28,000 teachers (years 1-10) nationwide. The competition was designed by professionals with specific knowledge of the school curriculum and encouraged students to be creative and imaginative in promoting sound environmental values with exciting classroom language opportunities. Children were encouraged to gather supporting material through the CANZBAC website, which is maintained by the Packaging Council's Metal Can Manufacturers Forum and is focused on building the profile of metal cans through educational resources.

Over three hundred entries were received and the standard of the work demonstrated how successfully the recycling messages can be communicated when the students have the opportunity to be creative.

The competition was judged at three levels: years 4-6, years 7-10 and years 1-3, with the younger age group creating a picture/poster. During the last weeks of Term 4 the two older winners' classroom were each presented with an iPad and the younger winner was presented with a FLIP camcorder. Each of the children also received a Hanable t-shirt and clock. For details of the competition and the winning entries visit: www.canzbac.co.nz

If you would like to know more about CANZBAC, the public face of the Packaging Council's Metal Can Manufacturers Forum, please contact our Environment Manager, Sharon Jereb (Sharon@packaging.org.nz).

Coca-Cola Amatil Works with Karapiro 2010 to reduce landfill waste by 35%

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A successful partnership between Coca-Cola Amatil New Zealand and the organisers of the Karapiro 2010 World Rowing Championships has set a benchmark for what major sporting and entertainment events can achieve with recycling and reducing spectator and competitor waste to landfill.

Over the eight days of competition where more than 66,000 people attended, marking a world record for attendance at a World Rowing Championships, a total of 215 cubic metres of waste was produced.

35 per cent of this was recyclable material, a total equivalent to more than standard 6-metre shipping containers. This material was collected, separated, sorted and recycled.

Coca-Cola Amatil New Zealand's (CCANZ) recycling initiative included the set up of 150 specially designed recycling bins alongside waste bins from the Park and Ride area to the lakeside, flags identifying the bin clusters, banners, big screen animation and a volunteer force of 60+ 'Green Team' members, actively encouraging people to recycle.

This effectively means that the three products suggested by the Ministry for the Environment as targets for priority product status (i.e. agricultural chemicals, used oil and refrigerant gases) are now covered, to some extent, by accredited voluntary product stewardship schemes.

[Click here](#) for further details.

Survey Report on Packaging Waste in NZ

Wanaka Wastebusters have recently released a report claiming that 86% of New Zealanders are concerned by the amount of packaging waste they have to deal with. This is based on interviews with 1000 people from Dunedin, Nelson, Auckland (Grey Lyn), Gore and Wanaka between 11th and 22nd October 2010.

Wanaka Wastebusters will put on a travelling road show in April 2011 to raise awareness around packaging waste and create awareness around an on-line competition they will host for 'best' and 'worst' packaging.

Wanaka Wastebusters will urge:

- **The Government** to investigate the introduction of a programme like the European Packaging Directive's Green Dot compliance system
- **Producers & manufacturers** to provide products with minimal packaging that can be reused over and over again and can then be recycled.
- **Retailer & consumers** to use their power to choose products with minimal, reusable and recyclable packaging and send an email or letter to [www.wanaka-wastebusters.org.nz](#)

The recycling of plastic bottles and aluminium cans was promoted by a mobile force of Green team members on site every day, animated video messages played to the crowd on large screens during race coverage. The 'Refresh and Recycle' message was further reinforced with information in the souvenir programme and a daily newspaper supplement.

From the total recyclable material, CCANZ's recycling bins collected 28 per cent of total recyclable waste, the remaining 72% of material was cardboard and glass, which was collected separately. Over 5.5 tonnes of waste was diverted from landfill.

The Environmental and Site Co-ordinator for the 2010 World Rowing Championships Carmel Tolhurst estimates that over 90% of all potentially recyclable material collected was recycled, an outstanding result.

Kylla Petersen, CCANZ's Recycling Activation Manager for the 2010 World Rowing Championships says the result is something New Zealanders can be proud of. "We are trying to change the public's perception on out-and-about recycling, and what we've achieved at this event is hugely encouraging. It shows just how much boosting the recycling presence in public places means people will choose to do the right thing."

The success achieved with a comprehensive waste management plan at the World Rowing Championships 2010 shows the difference effective public place event recycling can make to reducing landfill waste.

producers to ask them to change their packaging to be minimal and recyclable.

[Click here to download the report.](#)

Summer Period Leave

If you are an employer it is important to know how to manage staff holiday and leave entitlements over the upcoming Christmas period. To help you understand annual holidays, closedowns, and public holidays (including when the four public holidays are taken) the Department of Labour has a range of helpful information and tools to assist. To find out more please [click here](#).

Changes to the Holidays Act and Employment Relations Act

Are you aware of recent changes to the Employment Relations Act and Holidays Act?

Most changes come into effect on **1 April 2011**.

Key changes to the **Employment Relations Act** include:

- Extending the 90-day trial period to cover all businesses
- Improving personal grievance processes
- Retention of employment agreements
- Union access to workplaces

Interpack 2011

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Interpack, the world's leading trade show for the packaging industry, is coming up again shortly from 12-18 May 2011 in Düsseldorf. Information on the show can be found at www.interpack.com.

If you are thinking of attending Interpack, have any questions about the fair, or you want information and costs on the best way to get to Interpack and where to stay, please contact the show's New Zealand representative, Robert Laing, at Messe Reps. & Travel. Tel: 09 303 1000, or email robert@messereps.co.nz.



PAC.NZ will be posting information packs about the show to all members early in the New Year.

Technology Transfer Voucher

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The Technology Transfer Voucher is part of the Government's 2010 Budget, which injected another \$234 million over four years into business research and development (R&D) projects, to be delivered through TechNZ.



TechNZ is the Foundation for Research, Science and Technology's business investment programme.

The Technology Transfer Voucher makes it easy for businesses to work with research organisations on R&D projects. The voucher is available to businesses that need external expertise to answer their R&D questions.

During the first year (2010/11), vouchers will be targeted at businesses requiring R&D expertise in high value manufacturing and services as this sector is being targeted by Government for economic growth.

Six research organisations have initially been accredited as R&D partners to provide research expertise in these areas:

- Novel materials, manufacturing and applications.
- Health and medical technologies.
- Information, communications and digital technologies.

Is the voucher right for you?

- Are you a business based in New Zealand?
- Is your business developing products or enhancing existing ones?
- Do you need external expertise for your R&D project?
- Are you a business who has not worked on a significant project with a research organisation before, and would like to?

Then the Technology Transfer Voucher could be right for you.

How the voucher works

Vouchers will provide 50 per cent funding towards businesses' R&D projects to enable them to access research services and expertise from accredited R&D partners. Businesses must pay the other half. For 2010/2011, \$5 million of funding is available for vouchers.

Typically, vouchers will range from \$100,000 to \$200,000 (excl GST). If you have a larger proposal, TechNZ still want to hear from you. Vouchers will only cover costs incurred by the research organisation as part of the R&D project. The voucher will not cover any company-related or in-house costs. Vouchers will be awarded through an on-demand process for businesses and projects which meet the eligibility criteria and fit with the objectives of the programme.

Once awarded a voucher, you have three months to find and engage a research organisation for your R&D project.

For full details visit: www.technzvoucher.co.nz

Environmental Protection Authority Bill

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The Environmental Protection Authority Bill passed its first reading in Parliament on the 24th November 2010 with unanimous support. The Bill was referred to the Local Government and Environment Select Committee for report back by the 28th March 2011 to ensure the new EPA is in place by the 1st July 2011.

Public submissions are being invited and the closing date for submissions is the 28th January 2011. The Select Committee intends to hear oral submissions in the week after submissions close.

The key regulatory features of the EPA will be:

- National consenting under the Resource Management Act (currently

labour inspectors

Key changes to the **Holidays Act** include:

- The option to cash-in up to one week of annual leave
- The option to agree to transfer the observance of public holidays
- Proof of sickness or injury

Keep up-to-date on what's happening by visiting the Department of Labour's [website](#).

Appointment of Scion's new CEO

Dr Warren Parker has been appointed as Chief Executive Officer of Scion. Dr Parker, currently the Chief Executive of Landcare Research, will take up his new role from 6 March 2011.

Dr Parker brings a strong track record in scientific leadership and substantial experience in building productive science-industry relationships to Scion. As an internationally respected leader in forestry, wood products and biomaterials research, Scion is uniquely placed to contribute to increasing the economic, environmental and social value of forestry to New Zealand.

Waste Minimisation Fund

The second funding round for 2010 opened on the 1st December and will close on the 28th February 2011. It is anticipated that from hereon in there will be two funding rounds a year, with a total fund of \$12 million per annum.

At the recent seminars put on by



done by the EPA statutory office housed in the Ministry for the Environment)

- Regulation of pesticides, fireworks, explosives and other hazardous substances (currently done by the Environmental Risk Management Authority (ERMA))
- Regulation of new and genetically modified organisms (currently ERMA)
- Administrative functions of the ETS, including register (currently done by the Ministry for Economic Development)
- International obligations on hazardous waste (currently done by the Ministry for Economic Development)
- Advice and information on the development and implementation of National Environmental Standards (currently done by the Ministry for the Environment)
- Advice to the Ministry of Foreign Affairs and Trade regarding environmental assessments for Antarctica NZ (currently done by the Ministry for the Environment)

The Minister for the Environment, Hon Dr Nick Smith, described the thinking behind the Bill as follows:

"The thinking behind this Bill is one where the Ministry for the Environment is the brains trust, the policy think-tank and adviser to Government, whereas the Environmental Protection Authority is the arms-length regulator of environmental standards, and the Parliamentary Commissioner for the Environment is the environmental auditor".

The Bill establishes the EPA as a Crown Entity with its own appointed board, which will deliberately put the Minister for the Environment at arms length to the EPA's regulatory functions.

Click [here](#) for further details and to download the text of the Bill.

Consumer Law Reform

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As we have covered extensively over previous newsletters, the Government is undertaking a major reform of New Zealand's consumer law. PAC.NZ's interest is around the substantiation of claims and environmental claims in particular. PAC.NZ entered a submission on the Ministry of Consumer Affairs' discussion paper.

The Ministry has recently issued an additional paper on claims substantiation. They have recommend that a general prohibition on unsubstantiated claims should be added to the Fair Trading Act, but do not recommend that the Commerce Commission be given substantiation notice powers.

The Commerce Commission would have to use its current investigatory powers under the Fair Trading Act, effectively meaning that the burden of proof would still lie with the Commerce Commission to prove beyond reasonable doubt that a claim is misleading. The enforcement powers would be limited to the Commerce Commission, meaning that competitors could not use the law change to demand trade secrets from each other.

PAC.NZ is broadly comfortable with the Ministry's recommendations and will not take the matter any further, but will maintain a watching brief as the proposed



the Ministry for the Environment, they made no secret of the fact that they are encouraging applications for larger projects to improve waste collection and recycling infrastructure.

If you intend to apply to the Waste Minimisation Fund, please do not hesitate to contact our Environment Manager, Sharon Jereb (sharon@packaging.org.nz), if you would like any help or advice in completing your application.

A list of projects now underway from the 2010 funding round are listed [here](#).

PAC.NZ Annual Golf Tournament – Thank You

Thank you to all our sponsors and players who made this another success story with 21 teams registered to play at this year's tournament on the 11th November. After 11 years, the Packaging Council's Annual 'Ambrose Rules' Golf Tournament has built up a very loyal following and is an event enjoyed by our golfing members who have the opportunity to bring along their staff and clients for a relaxed networking day.

Once again Muriwai Golf Club were great hosts and despite the weather a wonderful day was enjoyed by all.

We hope to see all our golfers again next year on the **10th November 2011**.

PAC.NZ Meeting Room for Hire



The PAC.NZ offices in Greenmount Drive, East Tamaki, Auckland have a fully equipped, air conditioned boardroom available for hire for meetings.

Please contact Roshni for further information.

law changes pass through Parliament. It is anticipated that the first round of decisions on the Consumer Law Reform will be made by the Cabinet Committee before the end of the year.

Click [here](#) for further details on the Consumer Law Reform Programme.

ISO Standards – Packaging in the Environment

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As we've mentioned in previous newsletters, an ISO Technical Committee has been established to develop international standards to harmonise the environmental aspects of packaging that:

- Reduce the environmental impact of packaging
- Minimize the risk of technical barriers to trade
- Do not conflict with existing standards

Our Executive Director has been granted an official 'observer' status and receives the documentation from the working groups.

Following the Technical Committee meeting on the 8th October in Tokyo, the following draft standards have been circulated for comment and voting by committee members:

- Packaging – General requirements for the use of ISO standards in the field of packaging and the environment
- Packaging – Packaging and the Environment - Optimisation of packaging systems
- Packaging – Reuse
- Packaging – Packaging recoverable by material recycling
- Packaging – Packaging recoverable by energy recovery (technical paper only at this stage)
- Packaging – Packaging recoverable by chemical recovery
- Packaging – Packaging recoverable by organic recovery

The next meeting will be in the USA 2 – 6 May 2011. The final standards should be published in December 2012.

Global Packaging Project – Sponsored by the Consumer Goods Forum

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The Consumer Goods Forum comprises CEOs and senior management from 650 retailers, manufacturers, service providers and other stakeholders across 70 countries. Forum member companies have combined sales of EUR 2.1 trillion.

The Consumer Goods Forum has sponsored a Global Packaging Project to develop a '*Packaging Sustainability Indicators and Metrics Framework*' and the pilot project has now been completed with 22 companies taking part.

The results of the pilot are available at:
<http://globalpackaging.mycgforum.com>

In summary, the Consumer Goods Forum agreed that the 52 metrics used in the pilot project are too many and work is now underway to reduce the number of metrics. Version 2 of the Forum's '*Packaging Sustainability Indicators and Metrics Framework*' should be completed by the end of January 2011.

roshni@packaging.org.nz

Twitter



If you like to be kept right up to date on environmental issues related to packaging, but hate information overload, then follow us on Twitter.

<http://twitter.com/pacnzinc>

PAC.NZ will establish a small group of packaging experts from the membership to review both the draft ISO standards for packaging and the environment and version 2 of the *Packaging Sustainability Indicators and Metrics Framework*.

The purpose of the group will be to review these documents against the Packaging Product Stewardship Scheme's Key Performance Indicators and the Code of Practice to identify areas of potential conflict. This will be an essential step in future-proofing both the scheme and the Code of Practice by ensuring they are in line with international best practice.

If you would like to be involved in this review, then please contact our Environment Manager, Sharon Jereb (Sharon@packaging.org.nz).

Revised Strategy to 2012

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With the launch of our Packaging Product Stewardship Scheme to replace the 2004 New Zealand Packaging Accord, PAC.NZ's Executive Committee (board) agreed it was time to re-look at the organisation's strategy to 2012.

At the Executive Committee meeting on the 9th December, the board endorsed a revised [Purpose statement, Values and Vision to 2012](#), which better reflect the role and activities of the organisation.

The board also agreed to start work on a longer term strategy to 2015.

Board Talk

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The Packaging Council's [Executive Committee](#) (board) met on the 9th December and discussed:

- The role of the proposed Environmental Protection Authority and how it could relate to the activities of the Packaging Council.
- The recommendations from the Ministry for Consumer Affairs around substantiation of claims and agreed not to pursue the matter any further, but will maintain a watching brief.
- The proposed ISO standards for packaging and the environment and the Global Packaging Project and agreed to establish a review team to assess the possible implications for our Packaging Product Stewardship Scheme and Code of Practice.
- The feedback from the members around reporting standardisation for the Packaging Product Stewardship Scheme and agreed to act quickly.
- The revised Purpose statement, Values and Vision to 2012 and agreed to start work on a longer term strategy to 2015.

Dates for Your Diary

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Click [here](#) to download our Calendar of Events for 2011.

Have a very Merry Christmas and a Happy New Year

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Finally, from Paul, Sharon and Roshni – we wish all our members and friends a very relaxing Christmas break. Thank you for all your support throughout 2010.

Our office will close at midday on the 24th December and will reopen on the 10th January. In the meantime, make sure you.....



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