



# PACKAGED UP

TOWARDS SUSTAINABLE PACKAGING

## Packaging Council of New Zealand - Newsletter

January/February 2011

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 14th April.

### Canterbury Earthquake

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We would like to extend our heartfelt sympathies to all the people affected by the recent terrible earthquake in Canterbury.

We have made a \$500 donation to each of the earthquake appeals set up by the Red Cross and the Salvation Army from the Packaging Council's funds.

For further information on how to help, the New Zealand Herald website has a comprehensive summary: <http://t.co/4KPj5yQ>.

### 2011 Environmental Packaging Awards – Call for Entries Now Open

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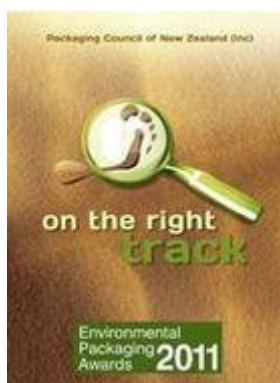
We are delighted to launch the call for entries for our 2011 Environmental Packaging Awards.

Our theme this year is 'On the right track', to reflect that our Packaging Product Stewardship Scheme has set the right course and we are now embarking on a journey towards accreditation.

We listened to your feedback after the 2009 Awards. You told us that you wanted fewer categories which were clearly aligned with your operations. Taking these comments on board, we have developed new categories with broader criteria but clearer operational boundaries.

We have reduced the number of categories to seven. The categories are more focussed, clearly mapping the journey from packaging design, through to supply chain influence on packaging systems and companies adopting organisation wide packaging product stewardship and community education programmes.

Not all the 'old' categories have disappeared though. Awards for tertiary students, schools educational programmes and community initiatives are retained. These provide a continuing showcase for packaging and packaging waste innovation and an opportunity to understand the effects of packaging on the community at large.



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### Packaging Product Stewardship Scheme – New Signatories

We are pleased to announce that the following member has signed up to the Packaging Product Stewardship Scheme during January / February:

- Aperio Group

This brings the number of scheme members to 12.

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

### SUSTAINABLE 60

Whether you are an environmental manager or new to sustainability; hear how sustainable business practice leads to significant savings, staff engagement, innovation and market advantage.

**LOWER YOUR ENVIRONMENTAL IMPACT** - FREE Breakfast Workshop - 15 March 2011, Auckland

Keynote: New Zealand Post Group - 2010 Sustainable 60 award winner.

The award for the employee who has championed environmental issues and driven change is also retained. This was a new category in 2009 and proved to be very popular with employers that were looking for ways to reward the 'unsung heroes' of their organisations.

We look forward to receiving your entries and we wish you the very best of luck.

**Click [here](#) for full details about the 2011 Awards.**

## 2011 Environmental Packaging Awards – Supporting Sponsorship Packages Available

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We have a number of supporting sponsorship packages available for the 2011 Awards:

- Photography - professional photographs taken of each Award entry - \$1800
- Photography – professional photographs taken throughout the Awards presentation evening - \$1500
- Invitations to the Awards presentation evening (graphic design & printing) - \$1800
- Menu cards for the gala dinner (graphic design & printing) - \$1800
- Room decoration for the Awards presentation evening (including tables, chairs and table centres) - \$3500
- Master of Ceremonies (Mike King) - \$5000
- Entertainment (live band and other entertainment) - \$2500

Click [here](#) to download a brochure of the sponsorship packages or contact Roshni ([roshni@packaging.org.nz](mailto:roshni@packaging.org.nz)) for more information.

## Code of Practice Workshop – 5th April, Auckland

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On the 5th April we will be holding a workshop covering the [Code of Practice](#) for Packaging Design, Education and Procurement in detail. The workshop will be held in collaboration with the Manukau Institute of Technology.

The main aims of the workshop are to explain how the Code 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 workshop 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.

Terry Quilty, senior lecturer at MIT in law, finance and business planning, will co-present at the workshop. Terry Quilty co-presented at our November Packaging Product Stewardship Seminar has been involved in sustainability since 1995 with greenhouse gas related work, emissions offsets and Clean Development Mechanism projects set up under the Kyoto Protocol. His current

Time: 7:30am - 9:45am

Venue: Level 22, PricewaterhouseCoopers Tower, 188 Quay Street, Auckland

More info at [www.sustainable60.co.nz](http://www.sustainable60.co.nz)

## The Retail Show April 6-7

The biggest, boldest and brightest, the new NZ Retail Show will influence how New Zealand retailers preview products and resources for their business in the future.

The NZ Retail Show is perfectly timed to help retailers prepare for the expected surge in retail activity in the second half 2011.

The inaugural NZ Retail Show will give New Zealand retailers all the information and products they need to ensure that their retail outlet is fully prepared for future retail activity.

See [www.retailshow.co.nz](http://www.retailshow.co.nz) for further details

## AIP WORKSHOP POSTPONED

Unfortunately the LCI workshop planned in conjunction with the Australian Institute of Packaging has had to be postponed:

## NEW DATE MONDAY 28TH MARCH

The AIP will be co-ordinating all bookings for this workshop.

See [www.aipack.com.au](http://www.aipack.com.au) for details

## Ministry of Science and Innovation

On the 1st February, Prime Minister John Key announced the appointment of Wayne Mapp as Minister of Science and Innovation.

New Zealand work has focused on supply chain analysis, business efficiency and funding of clean technology. He researches in these areas, has regularly presented papers internationally on these subjects and contributes to conferences, workshops and industry briefings in New Zealand on the Emissions Trading Scheme and sustainability issues.

- **Venue: Manukau Institute of Technology**
- **Date: Tuesday 5th April, 2011**
- **Time: 8.00am – 10.00am**
- **Cost: \$99 plus GST**
- The seminar is open to PAC.NZ members only

Email Roshni ([roshni@packaging.org.nz](mailto:roshni@packaging.org.nz)) to register for the workshop.

## The Role of an Industry Association in Promoting Sustainability

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The Packaging Council is collaborating with Manukau Institute of Technology on a project to determine the role of an industry association in promoting sustainability within its industry grouping. The information gathered will form the basis for an academic study which may be published and will also help the Packaging Council to shape future workstreams as we gain a greater understanding of industry's wants and needs.

Further details on participating in this project will be released shortly.

## Packaging Product Stewardship Scheme - 2011 Communications Plan

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In order to gain accreditation under the Waste Minimisation Act, our Packaging Product Stewardship Scheme is required to have a communications plan. The plan must:

- set out a communications strategy for publication and raising awareness of the scheme, and
- explain how information about the scheme will be provided to purchasers, users and handlers of the product to which the scheme relates.

A copy of the 2011 Communications Plan for the Packaging Product Stewardship Scheme is available in the Members Only section of our website: [http://www.packaging.org.nz/members\\_area/index.php](http://www.packaging.org.nz/members_area/index.php)

**Contact Roshni ([roshni@packaging.org.nz](mailto:roshni@packaging.org.nz)) if you have forgotten the username and password.**

On the 9th February, the Executive Director met with the Ministry for the Environment to brief them on progress with the scheme. Issues discussed were:

- Update on progress with the Packaging Product Stewardship Scheme
  - Number of companies signed-up
  - Training provided to date
  - Feedback from companies

The Foundation for Research, Science and Technology (the Foundation) and the Ministry of Research, Science and Technology (MoRST) have been amalgamated into the new Ministry of Science and Innovation.

Click [here](#) for further details.

## HDPE Milk Bottle Research and Development

A WRAP project has identified some "quick wins" that together would enable the production of milk bottles with at least 30% recycled HDPE plastic (rHDPE) to be acceptable from a colour perspective. This has the potential to enable around 50% rHDPE to be achieved.

Click [here](#) for further details.

## NZ Herald – PAC.NZ Opinion Editorial

PAC.NZ's Executive Director, Paul Curtis, submitted an opinion editorial to the New Zealand Herald, partly to promote the Packaging Product Stewardship Scheme and partly to address some negative media about the amount of rubbish washed up onto Auckland's beaches over the summer holiday period.

The article was published on the 18th January and was well received, judging by the comments left on the NZ Herald website and other direct communication.

Click [here](#) to read the article

## 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.  
[roshni@packaging.org.nz](mailto:roshni@packaging.org.nz)

- Next steps with the Scheme
  - Further training requirements
  - Standardised reporting templates
  - 2011 Communications Plan
- Barriers to companies engaging in product stewardship
- Opportunities for collaboration

In summary, the Ministry re-stated their support for the scheme, recognised the amount of work done to date and acknowledged the complexities of the scheme.

## Packaging Product Stewardship Scheme – Reporting Standardisation

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Following the update in our December newsletter, we will be undertaking a project to standardise the reporting system for the scheme at the company level. The following approach will be taken:

- Meet individually with each scheme member company to understand their data gaps.
- Draft templates for the packaging manufacturers, brand-owners and retailers.
- Invite the companies to separate sector meetings to discuss the templates and take feedback.

This approach should work well because there is a good representation from packaging manufacturers, brand-owners and retailers across the scheme member companies.

Those companies which are members of the scheme should expect to be contacted by the Packaging Council in fairly short order.

## Green Growth Initiative

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On the 29th January, Finance Minister Bill English, Economic Development Minister Gerry Brownlee and Environment Minister Nick Smith announced the establishment of an eight-strong Advisory Group on Green Growth *'in enabling New Zealand to grow the economy while enhancing our clean, green brand'*.

The Advisory Group will be chaired by Business New Zealand Chief Executive Phil O'Reilly and includes entrepreneur Melissa Clark-Reynolds, professional director and conservationist Whaimutu Dewes, ZESPRI Chief Executive Lain Jager, businessman Neville Jordan, former Landcare Research Chief Executive Dr Andrew Pearce, Ecologic Foundation Executive Director Guy Salmon, and winemaker and businessman Peter Yealands.

The Advisory Group's terms of reference focus on how *'Government agencies can help exporters leverage greater value from New Zealand's clean, green brand, how we can assist the growth of clean technologies, and how we can assist small and medium-size businesses move to a low-carbon economy'*.

The advisory group will meet regularly this year reporting to the Ministers of Economic Development and the Environment with a final report expected by the end of the year.

## 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>

Click [here](#) to download the group's terms of reference.

## Board Talk

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The Packaging Council's [Executive Committee](#) (board) met on the 17th February and discussed:

- The 2011/2012 draft budget
- Packaging Product Stewardship Scheme data standardization project
- 2011 Packaging Product Stewardship Scheme Communications Plan and stakeholder engagement
- Barriers to companies signing up to the Packaging Product Stewardship Scheme

## Dates for Your Diary

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

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