



PACKAGED UP

TOWARDS SUSTAINABLE PACKAGING

Packaging Council of New Zealand - Newsletter

May / June 2011

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

We always welcome contributions for the newsletter. The deadline for the next edition is 18th August.

Important Date for your Diary - Annual General Meeting – 23rd June, Auckland

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By now all our primary contacts should have received formal invitations to the AGM and nominations for the Packaging Council's Executive Committee (board).

All member companies are invited to attend the AGM and are welcome to bring as many people from their company as they wish to the event. The reason why the formal invitations are sent to our primary contacts is because several motions are passed at the AGM, including voting on the nominations for the PAC.NZ board and, in accordance with our constitution, each member company is only allowed one vote.



If you would like to attend the AGM and are unsure who the primary contact is for your company, please contact Roshni (roshni@packaging.org.nz).

This year's AGM will be held on **Thursday the 23rd of June** and will be a breakfast function at the BNZ Business Centre, Highbrook, East Tamaki, Auckland.

The function will commence with breakfast at 7.30am with the formalities immediately after breakfast. Once the formal business is completed our guest speaker Kymberley Martin, International Strategist for BNZ will give us her insights into both New Zealand and international economic trends.

Kymberly holds the role of International Strategist in the wholesale business of the BNZ, focusing on interest rate markets, whilst also covering foreign exchange markets.

Prior to returning to NZ, Kymberley worked for about 10 years in London as a global equity strategist mainly with JPMorgan investment bank.

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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 May / June:

- O-I New Zealand
- SCA Hygiene
- Sanitarium

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

2011 Environmental Packaging Awards - Judging

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We've had a fabulous response to our Call for Entries for the 2011 Environmental Packaging Awards and the quality of the entries is better than ever. Judging took place on the 15th June and we'd like to extend a huge thank you to our judges and technical advisors for giving up their time to judge the awards.



JUDGES

- Professor Ralph Cooney, Director, Materials Accelerator, Auckland University (2nd from left)
- Rod Oram, international business journalist (2nd from right)
- Rachel Devine, Partner & Environment Lawyer, Minter Ellison Rudd Watts Lawyers (1st on left)

TECHNICAL ADVISORS

- Alistair Sayers, Packaging Manager, Frucor Beverages Ltd (3rd from left)
- Rachel Burr, Product Development Manager, Hubbard Foods Ltd (1st on right)

2011 Environmental Packaging Awards Presentation Evening – 2nd September 2011, Hilton Hotel, Auckland

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With the judging completed, our attention is now on the gala dinner and Awards presentation evening, which typically attracts over 200 guests and has become one of the most important dates in the calendar for our members.

Mike King will be our Master of Ceremonies again this year. Mike was such a huge hit with the audience in 2009 that we invited him back again by popular demand!

Formal invitations will be sent to all members in due course, but in the meantime, make a note of the details in your diary:

Date: Friday, 2nd September 2011

Venue: Hilton Hotel, Princes Wharf, 147 Quay Street, Auckland

Dress: Formal - Black Tie

Ticket Price: \$170 + GST per head. 10% discount for table of 10.

Contact Roshni (roshni@packaging.org.nz) if you have any questions.



2011 Environmental Packaging Awards – Supporting Sponsorship

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The Environmental Packaging Awards are the only one of their kind in New Zealand. The gala dinner and awards presentation evening on the 2nd **September** is a great opportunity to promote your brand, product or service by taking up one of the available sponsorship packages.

Only two supporting sponsorship packages are still available:

- Room decoration for the Awards presentation evening (including tables, chairs and table centres) (\$3500 + GST)
- Master of Ceremonies (Mike King) (\$5000 + GST)



Employment agreements - a must for everyone

On April 1 2011 a number of amendments to the Employment Relations Act 2000 and Holidays Act 2003 came into effect.

However, one final amendment to the Employment Relations Act 2000 requiring employers to retain a copy of the employee's current employment agreement and to provide a copy on request to their employee **comes into effect on 1 July 2011**.

This new provision of the Employment Relations Act 2000 will be enforceable through a penalty action taken by a labour inspector. To find out more visit www.dol.govt.nz/er

New Zealand Innovators Awards

The New Zealand Innovators Awards are now open for entries. These awards are designed to celebrate and recognise great kiwi innovations, inventors and organisations that have invested in developing new products, services and ventures as well as improving the performance of people and teams.

Organised by Bayer New Zealand, Tangible Media and Ideas Accelerator, the Awards will showcase innovative people and organisations and celebrate their achievements across a broad spectrum of New Zealand business sectors.

www.innovators.org.nz

2011 Green Ribbon Award winners announced

Minister for the Environment Hon Dr Nick Smith recently announced the 14 winners of the 2011 Green Ribbon Awards, including the Supreme Winner, Eco Stock Supplies.

"The Green Ribbon Awards recognise the efforts of New Zealanders who are taking action to address environmental challenges such as climate change, water quality, biodiversity, waste, and protecting our coasts and oceans," Dr Smith said.

Click [here](#) for full details about the winners.

NZIFST Conference 2011

The New Zealand Institute of Food...

The gala dinner typically attracts over 200 guests and has become one of the most important dates in the calendar for our members.

Contact Roshni (roshni@packaging.org.nz) to discuss these sponsorship opportunities.

Upcoming Member Briefing Lunches – Food Contact Packaging Issues

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The next Member Briefing lunch for Auckland will be held on the **27th July**. The main subject will be food contact packaging issues and we will have two guest speakers from Food Standards Australia New Zealand (FSANZ):

Guest Speakers:

Dr Paul Brent, Chief Scientist
Dean Stockwell, General Manager (Food Standards)

Food packaging, and the potential migration of chemicals from packaging into food, has emerged as a major issue for all companies in the food and packaging supply chain. Our guest speakers will cover the state of thinking globally and within FSANZ on these issues and what regulatory action in Australia and New Zealand might be looming.

We will bring the same presentation to Wellington for the Wellington Member Briefing Lunch on the **4th August**.

Dr Paul Brent is Chief Scientist of Food Standards Australia New Zealand with overall responsibility for the integrity of scientific affairs, international activities, food surveillance, food composition and dietary exposure modelling. Dr Brent is based in Canberra.

Dean Stockwell has responsibility for the Labelling and Information Standards, Product Safety Standards and Finance sections of FSANZ and for stakeholder relationships in New Zealand. Dean is based in Wellington.

PAC.NZ has also had its two nominated representatives accepted onto a FSANZ trans-Tasman Industry Advisory Group on Food Packaging. The main objective in establishing the group is to improve FSANZ's understanding of food packaging processes, in order to further inform FSANZ's regulatory approach to food packaging materials.

Our nominated representatives are:

Chris Hartwell, Packaging Innovation and Development Manager, Fonterra, based at the Fonterra Research Centre in Palmerston North. Chris has an outstanding technical knowledge of global packaging regulations and his expertise in this field is often used by many of Fonterra's packaging suppliers globally.

John Truscott, General Manager Supply Chain Coca-Cola Amatil NZ. John has many years experience in most forms of plastic package manufacture and has specialist knowledge in beverage packaging.

PAC.NZ is very fortunate to have two such experienced people representing New Zealand's interests on this group.

Contact Paul (p.curtis@packaging.org.nz) if you have any questions.

Ministry for the Environment: Statement of Intent 2011-2014

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The Ministry for the Environment has recently published its Statement of Intent 2011-2014, in which the Minister, Hon Dr Nick Smith, has set out his priorities for the next three years as being:

Science and Technology conference will take place 29th June – 1st July at the Energy Events Centre, Rotorua.

The theme this year will be 'Science to Reality'.

www.nzfst.org.nz/conference.asp

FAO report: Global Food Losses and Food Waste

Roughly one third of the food produced in the world for human consumption every year – approximately 1.3 billion tonnes – gets lost or wasted, according to this FAO-commissioned study.

In developing countries the problem is chiefly one of inadequate harvest techniques, poor post-harvest management and logistics, lack of suitable infrastructure, processing and packaging, and lack of marketing information which would allow production to better match demand.

In middle- and high-income countries food losses and waste stem largely from consumer behaviour but also from lack of communication between different actors in the supply chain.

[Click here to download the report](#)

Europe seeks views on proposals to toughen rules on eco-packaging claims

Further legislation is necessary to distinguish between compostable and biodegradable packaging in a bid to prevent consumers being misled and protect the environment, the European Commission has said.

Brussels made the statement as part of a call for views on whether requirements around biodegradable and compostable packaging are fit for purpose as laid out in the 1994 European Packaging Directive.

The Commission also indicated it had been made aware of a number of instances of 'greenwashing' – where eco-claims did not meet current legislation or were not backed up with evidence.

It has also asked for views on a possible tax or even ban of plastic bags in the economic bloc.

[Click here to read the full article](#) from FoodProductionDaily.com

- Improving New Zealand's freshwater management
- Establishing the Environmental Protection Authority
- Resource management reforms
- Improving management of the Exclusive Economic Zone
- Improving reporting of New Zealand's environmental performance [under which the Minister has flagged his intention '...to introduce legislation that provides for impartial and regular environmental performance reporting'.]
- Operation and review of the Emissions Trading Scheme
- Ensuring New Zealand constructively assists in achieving a successor agreement to the Kyoto Protocol on climate change

The Minister also states that he expects the Ministry for the Environment '...to continue its efforts on improving air quality, waste minimisation and management and a National Policy Statement on Indigenous Biodiversity'.

Regarding waste specifically, the Ministry for the Environment's activities will be to 'advise on and implement the Waste Minimisation Act 2008, including collecting and distributing waste levy funds, facilitating product stewardship schemes and facilitating good waste management and minimisation planning by local authorities'.

The full document can be downloaded from:
<http://www.mfe.govt.nz/publications/about/soi>

Auckland Council Plan and Waste Assessment Report

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The 'Auckland Unleashed' document, a bold 30-year vision and strategy for Auckland underpinned by the Mayor's vision of making it the world's most livable city – the Auckland Spatial Plan - was released for public comment with submissions closing on 31st May 2011.

PAC.NZ has concerns with respect to the section on Waste Management and Minimisation where it details policy direction based on recommendations made in a document produced under the auspices of the Auckland Transitional Authority (ATA): The Auckland Council Waste Assessment. PAC.NZ's issue is that the recommendations made in the Waste Assessment document have yet to undergo due process, i.e. the **WMMP (Waste Management and Minimisation Planning)** process, to establish what the preferred policy direction should be.

'The Auckland Plan is the first plan of its type in New Zealand where all other statutory plans must have particular regard to the spatial plan and spatial imperatives for all of Auckland' [Paragraph 9 of the Auckland Spatial Plan Discussion Document]. So the danger is that the spatial plan could potentially set in stone policies that should still be under evaluation and development such as the recommendations made under the WMMP process. This would make any future review of the WMMP meaningless to the extent it results in policy inconsistent with the spatial plan.

PAC.NZ is specifically concerned about a recommendation in the Auckland Spatial Plan for the Council to lobby central Government to introduce Container Deposit Legislation and other punitive product stewardship requirements. PAC.NZ entered a submission to the effect that these recommendations should be removed from the Auckland Spatial Plan in order that proper due process can be conducted through the WMMP process, which would establish the correct policy direction. There are many parties who, to a greater or lesser extent, have serious concerns with the inclusion of recommendations for waste management and minimisation which have yet to go through the rigors of the WMMP process and as a result the lobbying around this has been especially intense.

Informal commentary following the closing date for submissions suggests that the these issues have been noted. It is now incumbent upon all interested

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

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>

parties to continue to 'lobby' to ensure that proper due process is carried out through the WMMP process in order to establish policy direction for waste management in Auckland. The Packaging Council is actively engaged in this area.

For further information please contact Sharon (Sharon@packaging.org.nz).

Click [here](#) to download the full documents.

Environmental Protection Authority (EPA)

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The Environmental Protection Authority Act came into force on the 17th May 2011 and the Minister for the Environment announced the inaugural EPA board on the 2nd June. The board will be chaired by Kerry Prendergast, former Mayor of Wellington.

The Minister has previously described this new regulatory set up as 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'*.

Click [here](#) to read the Minister for the Environment's full announcement, including a summary of the EPA's regulatory functions.

No announcement has yet been made on the appointment of a Chief Executive for the EPA. The EPA will take effect on the 1st July 2011.

Green Growth Initiative

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We have previously reported that the Government has established a Green Growth Advisory Group. The group is Chaired by Phil O'Reilly, CEO of Business New Zealand. The Packaging Council's Executive Director, Paul Curtis, and Vice-President, Melissa Hodd, recently met with Phil O'Reilly to discuss the initiative and opportunities for PAC.NZ's members.

We were advised that the initiative is very export focussed. We discussed the important role of packaging in the supply chain and supply chain led sustainability initiatives such as the Consumer Goods Forum's Global Packaging Project. In late June / early July, government officials supporting the advisory group will be interviewing a number of key organisations, including the PAC.NZ.

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.

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

Contact Paul (p.curtis@packaging.org.nz) if you have any questions.

ISO Standards – Packaging and the Environment

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As previously covered in earlier newsletters, ISO has established a Technical Committee to develop ISO standards to harmonize 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

The Technical Committee met at Coca-Cola in Atlanta, USA, 2 – 6 May 2011 to finalise the draft standards. The titles of the new standards will be:

- ISO 18601 - Packaging and the environment - General requirements for the use of ISO standards in the field of packaging and the environment
- ISO 18602 - Packaging and the environment - Optimization of the packaging system
- ISO 18603 - Packaging and the environment – Reuse
- ISO 18604 - Packaging and the environment - Material recycling
- ISO 18605 - Packaging and the environment - Energy recovery
- ISO 18606 - Packaging and the environment - Chemical recovery
- ISO/TR 17098 - Packaging material recycling – Report on substances and materials which may impede recycling

It was agreed that that each of the above standards must underline the importance of packaging as a part of a sustainable society.

The draft standards will be circulated in August 2011 for voting and comments by the national standards bodies and voting will be completed by the end of January 2012. The Technical Committee will meet again in May 2012 and the final standards should be published by December 2012.

Contact Sharon (Sharon@packaging.org.nz) if you have any questions.

Packaging Product Stewardship Scheme Handbook

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Since our Packaging Product Stewardship Scheme was launched in July 2010, the need for ‘tools’ and ‘templates’ to help companies report against the scheme’s policies & procedures and Key Performance Indicators has been requested by some members.

Whilst templates were developed for the November 2010 workshop, which are available in the ‘Members Only’ section of our website, it is acknowledged that these are, perhaps, too generic. As a further aid for members, a ‘PPSS Scheme Handbook’ has been developed, which includes more detailed templates for the specific sectors, i.e. packaging manufacturers, brand-owners, retailers with own-label products and general retailers.

The handbook is now available for download from the ‘Members Only’ section of our website.

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

Board Talk

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The Packaging Council’s [Executive Committee](#) (board) met on the 16th June and discussed:

- PAC.NZ’s audited financial statements for the 2010/2011 financial year.
- Auckland Council Waste Assessment Report and Spatial Plan.
- Green Growth Initiative
- ISO Standards for Packaging and the Environment
- The need for a specific workshop for members of the Packaging Product Stewardship Scheme to help ready them for reporting later in the year.
- Nominations to the FSA NZ Industry Advisory Group on Food Contact Packaging.

Dates for Your Diary

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Click [here](#) to download our key dates for your diary.

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