



PACKAGED UP

TOWARDS SUSTAINABLE PACKAGING

Packaging Council of New Zealand - Newsletter

November/December 2009

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

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Packaging Accord – Final Report

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The Packaging Accord Governing Board released its fifth final Packaging Accord progress report at a special lunch on the 17th November at the Tamaki Yacht Club in Auckland. The report shows that the recycling targets set for each packaging material have been met or exceeded.



Since 2005, the Packaging Council has been monitoring awareness of the Packaging Accord and its performance via a 3rd party independent evaluation of media coverage about the Accord.

There were over 600 news items in the year to June 2009 which is a three fold increase over the previous year. This shows that since the start of the Accord consumers have moved from being largely apathetic about recycling to seeing packaging as a consumer issue for debate and a mainstream news item. There has also been a boost in coverage from regional and national radio in particular and also in national TV and daily newspaper coverage.

The Chair of the Packaging Accord Governing Board, Tony Nowell CNZM (on right in photo), was thanked for his leadership and commitment to the board over the five years of the Accord and was presented with a plaque and gift by the President of the Packaging Council, David Carter (on left in photo).

We would like to thank all those who attended the final launch and made it into such a successful event.

Hard copies of the Year 5 report were sent to our primary contacts. Contact Roshni Prasad (roshni@packaging.org.nz) if you would like additional hard copies of the report.

Click [here](#) to download the Year 5 Progress Report

Click [here](#) to download the media analysis

Click [here](#) to read the media release

Click [here](#) to view the 2008 mass balance data

Waste Minimisation Fund

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Packaging Council's Environment Manager, Sharon Jereb, attended the Ministry for the Environment's workshop on the Waste Minimisation Fund on the 3rd December. The inaugural funding round opened on 1st December with any applications to be received no later than 1st March 2010. Ministry officials went through the steps required to put in an application using the guidance and application forms. Initial estimates put the amount of monies available at \$5-6 million. Applications will be assessed by an independent panel, yet to be established, with final approval given by the Minister for the Environment.

Indications would suggest that successful projects will be those which have

Subscriptions

Thank you to all those members who have paid their 2009 / 2010 subscriptions to date.

A gentle reminder for all outstanding subscriptions!

Membership certificates for paid membership will be mailed in the New Year.

2009 Awards Winning Entries

The winning entries from PAC.NZ's 2009 Environmental Packaging Awards are now loaded on our website.

[Click here](#)

Packaging & Recyclability Guidance

Read about the latest thinking in designing packaging for recyclability. This new guide from the UK aims to inform designers, marketers and packaging specifiers, at a general level, about design decisions they need to consider when developing packaging for recycling at the end of its life cycle.

[Read this report here](#)

secured substantial 'shared' funding arrangements (cash only - contributions in kind will not be considered) and projects which provide for greatest impact and long term benefits. It is important to note that all applications could be subject to Official Information Act requests, so applicants would be wise to seek legal advice before providing commercially sensitive information. We understand the issue of who would own the intellectual property is still to be worked through.

It was also stressed that the focus will be on the quality of the projects with no obligation on the Ministry to award any funding if they do not deem the quality sufficiently high enough. Questions were also raised on transparency of projects which are not selected, so prospective applicants can get 'a feel' for what sort of projects are not considered. This point will be investigated further by the Ministry who suggested that they may provide a general overview of unsuccessful applications.

Further information can be found at www.mfe.govt.nz/wmf or by phoning the funding team at the Ministry for the Environment on 0800 499700.

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

Waste Advisory Board

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The Minister for the Environment is seeking nominations for potential Waste Advisory Board members. Up to three of the eight seats may be filled as two of the board members have recently resigned in order to facilitate staggered terms and one of the eight seats was not previously filled.

Nominations close at 5.00pm on 4th January 2010 and all nominations will be forwarded to the Minister for the Environment for consideration.

[Click here for more information.](#)

Board Talk

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The Packaging Council's **Executive Committee**(board) met on the 3rd December and discussed:

- Progress to date in developing the reporting requirements for our packaging product stewardship scheme
- Feedback from the recent Member Briefing meetings
- Work to date on updating the Code of Practice
- The Packaging Council's value proposition and services to members
- The new Waste Minimisation Levy fund and opportunities for the Packaging Council, particularly with respect to updating and re-launching the **PAC-IT** Education Resource

Packaging Product Stewardship Scheme - Update

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Work is progressing well with developing the key performance indicators for the scheme and aligning the scope of the company level reporting requirements with those of the Australian Mark III Packaging Covenant (see column story).

Thank you to everyone who attended our recent Member Briefings in Auckland and Wellington. Your feedback was invaluable and has been taken into consideration.

The Packaging Council's board will meet again on the 18th February 2010 to discuss the recommendations from the sub-committee working on the scheme, after which a detailed communication will be sent to all members.

Planning is also underway for a major one day seminar to launch the scheme next year. Full details will be released in due course, but we promise to provide plenty of notice.

ISO Standards – Packaging and the Environment

The International Standards Organisation (ISO) is to start work on developing standards for packaging and the environment. An inaugural meeting was held in Stockholm on the 10th and 11th December. The work is being led by EUROPEAN and the Japan Packaging Institute. PAC.NZ is registered as an observer to keep a watching brief on this work as the final ISO standards will inevitably influence New Zealand and international government policy on packaging and packaging waste.

ISO has proposed 6 standards for source reduction, reuse, recycling, energy recovery, chemical recovery, composting and biodegradation. The present timetable for the completion of the standards envisages their approval by the second quarter of 2012.

'Green Light' For Mark III Packaging Covenant

The Australian Environment Ministers have supported in-principle the strengthened Mark III Packaging Covenant to replace the National Packaging Covenant, due to expire on 30th June 2010. The proposed Covenant includes a greater focus on the sustainable design of packaging and will also provide more investment in workplace recycling, public place recycling and litter reduction projects.

[Read the full communiqué here](#)

2010 AIP National Conference Dates



The Australian Institute of Packaging (AIP) is pleased to announce that the 2010 AIP National Conference dates and venue have now been finalised for the 16th & 17th of June, Melbourne Cricket Ground, Victoria. The 2010 biennial National Conference will be themed Back to the Future: The Art & Science of Packaging.

For further information on exhibiting or speaking please contact the AIP on 07 3278 4490 or email info@aipack.com.au

For further information, contact Paul Curtis (p.curtis@packaging.org.nz).

Code of Practice

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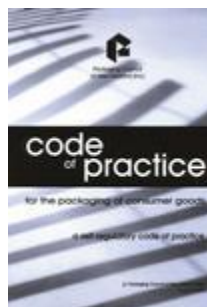
Sustainable packaging design will be a significant part of our packaging product stewardship scheme and, as mentioned in the previous newsletter, a Review Group has been established to update our [Code of Practice](#).

The preamble in the current document has been replaced by two sections; one detailing scope and the second an introductory section on sustainable packaging design which essentially covers some of the conflicting objectives which are faced by manufacturers, brand owners and retailers as they balance societal expectations that they take responsibility for their products with the social issues such as litter, demographics, special needs packaging etc.

Following these sections are the general principles of sustainable packaging design which focus on four key principles taken from the draft Australian Sustainable Packaging guidelines – (i) Resource Efficiency (ii) Low Impact Materials (iii) Fit for Purpose (iv) Resource Recovery. Guidelines and key considerations are attached to each of the principles which establish the framework for systematic decision making for new product design and existing packaging review.

The revised Code of Practice will be launched at the same time as the Packaging Product Stewardship Scheme.

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



New Zealand's DIY Approach is Innovative but Limiting

A new report commissioned by New Zealand Trade and Enterprise looks at why New Zealand can be so innovative, yet enjoys only mediocre economic performance. It finds that the determined Kiwi 'do-it-yourself' attitude that drives New Zealand innovation can be the very trait that holds us back economically. The report, *Playing to Our Strengths: Creating value for Kiwi firms*, acknowledges the cultural traits that hold us back in international business and suggests strategies that businesses can employ to mitigate these traits.

[Read this report here](#)

Life Without Packaging!

Ever wondered what life without packaging could be like? The French Plastic and Flexible Packaging Association have produced two (very funny) video clips.

[Click here](#)

PAC.NZ Annual 'Ambrose Rules' Golf Tournament

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Thank you to all our sponsors and players who made this another success story with 22 teams registered to play at this year's tournament on the 12th November. After 10 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 we had superb weather. We hope to see all our golfers again next year on the 11th November 2010.



Happy Holidays



On behalf of the PAC.NZ team, we wish you a happy and safe festive season.

Office Hours over Xmas:

Office closes – midday 24th Dec
Office opens – 5th Jan 2010

The Twitter logo, consisting of the word 'twitter' in its characteristic blue, lowercase, rounded font.

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> Each message is no more than 140 characters long and can be read on the web, via instant messaging or on your mobile phone. What could be easier?

2010 is going to be another busy year for the Packaging Council. Below are our key dates for your diary:

24th February – Auckland Member Briefing lunch, PAC.NZ offices
3rd March – Auckland Member Briefing lunch, PAC.NZ offices
4th March – Wellington Members lunch – venue TBC
24th June – PAC.NZ AGM, ASB Showgrounds, Auckland
28th July – Auckland Member Briefing lunch, PAC.NZ offices
4th August – Auckland Member Briefing lunch, PAC.NZ offices
5th August – Wellington Member Briefing lunch, Venue TBC
12–14th October – Foodtech Packtech 2010, ASB Showgrounds, Auckland
11th November – PAC.NZ Annual Golf Tournament
17th November – Auckland Member Briefing lunch, PAC.NZ Offices
24th November – Auckland Member Briefing lunch, PAC.NZ offices
25th November – Wellington Member Briefing lunch, venue TBC

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