



PACKAGED UP

TOWARDS SUSTAINABLE PACKAGING

Packaging Council of New Zealand - Newsletter

March / April 2010

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

Packaging Product Stewardship Scheme Launched!

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It's been a year and a half in development, but we finally launched our voluntary packaging product stewardship scheme for our members on the 22nd April. More than 60 delegates from 45 companies attended the seminar to learn about the scheme, which can be summarized as follows:

GOAL: To reduce the environmental impact of packaging in New Zealand. **SCOPE:**

Reduction of packaging waste generated in New Zealand by the manufacture, import, fill, supply and/or sale of packaging and packaged goods by scheme members. **OBJECTIVES:**



1. Improved packaging design to reduce packaging waste across the supply chain.
2. Improved systems to reduce packaging waste across the supply chain.
3. Increased reuse of packaging.
4. Increased recycled content in packaging.
5. Increased consumer awareness and understanding of sustainable packaging.

An important aspect of the scheme is that it is 'opt-in', in other words PAC.NZ members will apply to join the scheme. This gives members time to understand the scheme before committing. Members of the scheme will be required to report annually against the scheme's policies and procedures and key performance indicators.

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The Business of Sustainability

This recent report from the Boston Consulting Group discusses how sustainability issues are altering the competitive landscape and how companies are responding. Their insights are based on a joint research initiative that included a global survey of more than 1,500 corporate executives and over 50 in-depth interviews with experts from a range of disciplines.

[Click here to download the report](#)

Do your green product claims stack up?

Rae Nield issues a warning over greenwashing.

Rae Nield is a solicitor specialising in marketing law and wrote the section on 'Packaging Environmental Claims and the Law' in PAC.NZ's soon-to-be-released Code of Practice.

[Click here to read the article](#)

New Code of Practice for Packaging Design, Education & Procurement

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PAC.NZ has developed a brand new Code of Practice for Packaging Design, Education and Procurement. While the Code supports the packaging product stewardship scheme, its scope is much broader than the scheme. The main components of the Code are:

- Scope of the Code
- Key Principles:
 - Packaging Functionality
 - Resource Efficiency
 - Low Impact Materials
 - End-of-Life Options
- Packaging Environmental Claims & The Law



Given the comprehensive nature of the Code it is anticipated that it will be used extensively by member companies to build general packaging knowledge within their organisation on some of the key issues surrounding packaging and packaging waste in New Zealand and/or as a procurement guide for companies wishing to introduce terms of trade around the key principles and considerations detailed in the Code. A key feature of the Code is the introduction of "useful performance indicators", which are seen as a significant value-add for companies who either have no relevant internal measurement systems or those who have some measure and monitor systems in place but are looking to identify further areas for focus.

Where to from here?

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The new Code of Practice and a pack fully explaining the packaging product stewardship scheme and its reporting requirements will be made available to all PAC.NZ members in the week commencing 24th May (slightly later than we said at the seminar). PAC.NZ's goal is to have the scheme accredited by the Ministry for the Environment under the Waste Minimisation Act 2008.

The board of PAC.NZ firmly believes that this would provide the best protection to members against regulations specifically targeting packaging and packaging waste. To achieve this goal, the scheme requires a critical mass of PAC.NZ members to join the scheme and report against the scheme's policies, procedures and key performance indicators. The scheme's reporting year is to the 30th September.

After the Code and 'scheme pack' have been released, PAC.NZ staff will be contacting all members to take them through the scheme. In December 2010, the PAC.NZ board will assess the likelihood of success in achieving accreditation based on the number of scheme members and quality of the data received. As the scheme is rolled out, and we better understand our member's wants and needs, we will identify the type of workshops and seminars we could put on for the benefit of members.

Sustainable packaging – road map or road to nowhere?

Sustainable packaging is a buzzword on the lips of consumers and industry players alike. But what is sustainable packaging and how far has the sector come in developing a road map towards this most elusive of goals?

[Click here to read the article](#)

Industry learns the limits of lightweighting

Lightweighting can be a win-win strategy, reducing the impact of packaging on both the environment and profit margins but food and drink companies are learning that it is not always the best way forward.

[Click here to read the article](#)

Hot Topic: Climate Change and the Future of New Zealand

Hot Topic, the first popular science book to examine global warming from a New Zealand perspective, was [shortlisted](#) for the Royal Society of New Zealand's first ever Science Book Prize. The judges described it as "timely, lucid, and very readable".



Board Talk

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The Packaging Council's [Executive Committee](#) (board) met on the 20th April and discussed

- the packaging product stewardship scheme's key performance indicators, which were agreed;
- a strategy for identifying potential new members;
- the final draft of the new Code of Practice; and
- the 2010-2011 budget

PAC.NZ President Appointed to Waste Advisory Board

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David Carter, President of the Packaging Council, has been appointed to the [Waste Advisory Board](#), which provides independent advice to the Minister on issues relating to waste minimisation under the Waste Minimisation Act.



At the scheme launch seminar, Paul Curtis, Executive Director of PAC.NZ, said *"In my opinion, David's appointment validates what the Minister has said all along, that he would prefer industry to develop its own voluntary product stewardship schemes and also that our efforts to date have not gone unrecognized"*.

David is Director of Environmental Strategy and Sustainability for Lion Nathan Australasia. He is also the founding Chair of the Glass Packaging Forum and on the sustainability committee of the Food & Grocery Council. He is an engineer by training and has 30 years international experience in industry. He is an Al Gore "Climate Project" ambassador and has broad experience of industry product stewardship in New Zealand and Australia.

Annual General Meeting – 24th June - Auckland

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PAC.NZ's Annual General Meeting will start at 4.30pm on the 24th June and will be held at the ASB Showgrounds, Greenlane, Auckland. PAC.NZ's annual report, invitation and nomination forms for the Executive Committee will be sent out a month before the AGM.

This is a great opportunity to network and hear more about the future direction of your association. We are delighted to announce that our guest speaker will be **Darren Hill, Group Manager Business Development & Commercialisation at Scion Research**.



Scion is a Crown Research Institute (CRI) dedicated to building the international competitiveness of the New Zealand forest industry and building a stronger biobased economy. Darren will present on the role of CRIs in New Zealand, the recent recommendations from the government appointed CRI taskforce and an overview of Scion's main research areas and business opportunities.

O-I's Complete Life Cycle Assessment for its Glass Containers

A comprehensive global study, O-I's LCA measured the carbon emissions generated by each phase in the life cycle of a glass container.



O-I's study is the first in the packaging sector to follow the complete life of a package - from the extraction of raw materials to the reuse or recycling of the container.

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

How to Buy Sustainable Paper - Updated Guide

Published by the New Zealand Business Council for Sustainable Development, this updated guide is the only one in New Zealand listing all office papers certified by third parties as coming from sustainable sources.



First published in 2008, the aim of the guide is to offer those buying an estimated 44,000 tonnes a year of office paper help to avoid buying from suppliers which are harming the environment and people.

[Click here to download the guide](#)

General Update from the Ministry for the Environment

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PAC.NZ staff attended the Waste Management Institute's annual workshops last week. We delayed sending out this newsletter so that we could include a summary of the Ministry for the Environment's presentation:

- 164 eligible applications were submitted to the [Waste Minimisation Fund](#), totalling \$55 million for an available fund of \$6 million. All ineligible applicants have already been notified. The next funding round should open in January 2011.
- The revised [Waste Strategy](#) should be released in July 2010.
- Three product stewardship schemes have submitted applications for [accreditation](#), excluding Holcim's Used Oil Recovery Scheme which has already been accredited.
- New Zealand's Emissions Trading Scheme will start on the [1st July 2010](#) as planned.

Ecolabels and Sustainability Claims – Online Directory

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The Ministry for Economic Development and the Ministry for the Environment have developed an online directory to improve the availability of information about ecolabels and other sustainability indicators, including environmental claims, relevant to New Zealand consumers, suppliers and other organisations. The directory provides information that can be used to:

- **understand** specific ecolabels and other sustainability claims associated with products;
- **select** an appropriate ecolabel for a product, service or company; or
- **specify** a performance standard for contracts and "invitations to tender" to support sustainable procurement.

The website includes guidelines on the attributes of reliable and meaningful ecolabels. Users are encouraged to use these guidelines in making decisions on which ecolabels or tools best suit their purpose.

www.med.govt.nz/templates/ContentTopicSummary_37890.aspx

A New Zealand First – the Rata Sustainable Certification Programme

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The structure of the Rata Certification Programme is focused on areas within a business that all too often receive insufficient attention and yet collectively (with targeted review and inspection/introduction of policies and procedures) can make a significant impact on the overall performance and standing of a business operation, i.e. in terms of environmental performance, financial outcomes, team morale/health and contribution to local communities. The key benefits of the programme are:

- Businesses that have independent certification have a stronger reputation in the market place for their products and services.
- Assure prospective and existing clients that members certified business is not greenwashing.
- Enhance employee pride.
- Ensure businesses get credit for doing the right thing, while future proofing their business.

The Sustainability Imperative

Lessons for leaders from previous game-changing megatrends.

Most executives know that how they respond to the challenge of sustainability will profoundly affect the competitiveness (and perhaps even the survival) of their organisations. Yet most are flailing around, launching a hodgepodge of initiatives without any overarching vision or plan. That's not because they don't see sustainability as a strategic issue. Rather, it's because they think they're facing an unprecedented journey for which there is no road map. *But there is a road map...*

Read this recent article from the Harvard Business Review.

[Click here to read the article](#)

The Big Six

The Department of Labour has produced a new resource called 'The Big 6', which helps employers, particularly those with small and medium businesses, to understand the law relating to employment relations and health and safety. The Big 6 covers the areas which employers commonly seek information. It includes checklists detailing the main things employers need to know and links to information and areas of further support.

www.dol.govt.nz/big6

NZ Institute of Food Science & Technology Conference 2010



23 - 25 June, 2010, Ellerslie Convention Centre, Auckland.

[Click here for programme details and online registration](#)

- Recognition of the businesses commitment to ongoing sustainability initiatives across social, environmental and economic aspects within their business.

For further information on the Rata Certification Programme contact the Rata team either call 04 478 4228 or email enquiry@ratacert.co.nz, or view our website – www.ratacert.co.nz

Dates for Your Diary

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Below are our key dates for your diary: 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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