



PACKAGED UP

TOWARDS SUSTAINABLE PACKAGING

Packaging Council of New Zealand - Newsletter

May/June 2010

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

New Code of Practice for Packaging Design, Education & Procurement

[BACK TO TOP](#)

Strategic sustainable planning guide or operational bible, or both – you choose!

PAC.NZ's new Code of Practice for Packaging Design, Education and Procurement is now available to members on a new Members Only section of our website.

You will be sent an email shortly with a link to the Code and the username and password.

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
- External Environmental Reporting
- Sustainable Procurement



The Packaging, Environmental Claims and the Law section has been written by Rae Nield who is a solicitor specialising in marketing law.

The Code of Practice covers a broader range of environmental issues than are addressed by the Packaging Product Stewardship Scheme that we are developing for members. The linkage between the Code and the scheme is that scheme members will be expected to adopt the key principles of the Code for new and existing packaging and to report annually on progress made.

As the new Code went through its development stage, the intention was always to make the new Code relevant to all parts of a business – we think we have succeeded – let us know what you think.

In a few weeks time we will be surveying our membership to understand how you will be using the new Code in your business, and how PAC.NZ can best support you to do that, through seminars, targeted workshops, or guided in-house projects. Meanwhile if you have any questions on how you can start implementing the Code in your organisation, please contact Sharon Jereb:

In This Issue

- » New Code of Practice
- » Product Stewardship Scheme
- » Annual General Meeting
- » MfE – Statement of Intent
- » New EPA Announced
- » Global Packaging Standards
- » CANZBAC
- » Consumer Law Reform
- » Upgrade to CHEP

GST Advisory Panel

The recently appointed GST Advisory Panel will help ensure that a business sector that has not faced GST change in a generation has a smooth transition to the 15 percent rate on 1 October, Revenue Minister Peter Dunne says.

In launching the GST Advisory Panel's website, he said the business leaders and executives who would implement the new rate were a generation removed from those who saw GST introduced in 1986, then increased to 12.5 percent in 1989.

www.gstadvisory.govt.nz

[Click here for the media release](#)

ETS - Brochures & Meetings

New Zealand's Emissions Trading Scheme will come into effect on the 1st July. The Government is providing brochures and holding meetings to help inform New Zealanders about the emissions trading scheme, Climate Change Minister Nick Smith says.

[Click here for full details](#)

Packaging Product Stewardship Scheme

[BACK TO TOP](#)

On the 22nd April we held a seminar about our packaging product stewardship scheme. Since then, the PAC.NZ board has met twice to discuss the feedback from the attendees plus subsequent advice from the Ministry for the Environment. Accordingly, the board has agreed some further refinements to the scheme's key performance indicators and funding mechanism. We are now very close to being able to send out the final documentation.

Annual General Meeting – 17th August - Auckland

[BACK TO TOP](#)

As previously advised, the date of PAC.NZ's Annual General Meeting has been moved to the **17th August**, starting at 4.30pm at the ASB Showgrounds, Greenlane, Auckland.

PAC.NZ's annual report, invitation and nomination forms for the Executive Committee will be sent out shortly. 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.



Ministry for the Environment: Statement of Intent 2010-2013

[BACK TO TOP](#)

The MfE's statement of intent for 2010-2013 was published recently, in which the Minister for the Environment, Hon Dr Nick Smith, set out his priorities as follows:



- Implementation of the Emissions Trading Scheme
- Assisting in achieving a successor agreement to the Kyoto Protocol
- Improving New Zealand's freshwater management
- Developing the Environmental Protection Authority
- Resource Management Reforms

www.mfe.govt.nz/publications/about/soi/2010/index.html

Green Ribbon Award Winners Announced

Thirteen organisations –from across New Zealand were recently honoured at the 20th annual Green Ribbon Awards for making an outstanding contribution to protecting the environment.

The supreme winner was Kaharoa Kokako Trust for its impressive predator control efforts and their significant role in the national kokako recovery programme. Based in the Bay of Plenty, the Trust has increased the number of kokako from 12 pairs when they started in 1997 to an impressive 121 adults in 2006.

[Click here for the full list of winners](#)

Master Environmental Assessment on Grocery Bags

This recent report, commissioned by Greener Cities California (a coalition of 10 local governments), summarises existing studies on the environmental impacts of single use plastic, paper, compostable and reusable bags, as well as the impacts of policy options such as fees and bans on bags.

The report and media release are available at

www.greencitiescalifornia.org

New LCA on Aluminium Cans

The US based Aluminum Association has undertaken a comprehensive life-cycle analysis (LCA) of the aluminum beverage can in an effort to enhance public understanding.

[Click here for full details](#)

New Environmental Protection Authority to be Established

[BACK TO TOP](#)

The Minister for the Environment, Hon Dr. Nick Smith, has announced the government's intention to establish a new standalone Environmental Protection Authority (EPA), to be operational by 1st July 2011.



The EPA will combine the functions of the Environmental Risk Management Authority (ERMA) with other national-level regulatory and consenting functions. This includes the transitional EPA within the Ministry for the Environment (MfE) and Ministry for Economic Development (MED).

The EPA will be established as a Crown Agent, with the board accountable to the Minister for the Environment and will be responsible for the regulatory functions of:

- National consenting under the Resource Management Act 1991
- Hazardous Substances and New Organisms Act 1996
- Ozone Protection Act (1996)
- Climate Change Response Act (2008) - legislation that covers the administration of the Emissions Trading Scheme
- Stockholm, Rotterdam, Basel, and Waigani Conventions and the Cartagena Protocol on hazardous waste
- Antarctica (Environmental Protection) Act 1994
- Exclusive Economic Zone (proposed)

The Minister's intention is to provide a strengthened framework of an Environment Ministry focused on policy, an Environmental Protection Authority responsible for efficient regulation and the Parliamentary Commissioner for the Environment as an independent auditor. Legislation will be introduced into Parliament later in the year to establish the EPA and disestablish ERMA.

It is expected that the changes will involve just over 50 staff transferring from existing Government agencies, principally MfE and MED, to the EPA, in addition to the approximately 90 staff currently employed by ERMA.

www.mfe.govt.nz/news/2010-06-03-epa-announcement.html

Environmental Benefits of Recycling – 2010 Update

WRAP recently published an updated review of high quality life cycle assessments from around the world for key materials and discussed the findings for each in the context of the UK.

[Click here to download the report](#)

Development of International Packaging Standards

[BACK TO TOP](#)

Two important pieces of work are underway internationally which will have influence on our business activities in New Zealand. The first is the establishment of an [ISO Technical Committee](#) to develop technical performance standards for packaging and the environment. The second is the [Global Packaging Project](#), a project of [The Consumer Goods Forum](#), to develop a set of metrics for measuring packaging sustainability.

When these two projects are completed we will have an internationally recognised set of environmental technical performance standards for packaging (ISO standards), which could be referenced by New Zealand legislation, and a set of measurement metrics which will become the defacto industry standards in North America and Europe for communicating about packaging sustainability across the supply chain.

It will be necessary at that point in time to review our Code of Practice for Packaging Design, Education and Procurement and revise as appropriate to keep it up to date with international best practice.

Metal Can Manufacturers Forum (CANZBAC)

[BACK TO TOP](#)

The Metal Can Manufacturers Forum was established under the Packaging Council in August 2009 after the Can Association of New Zealand (SCANZ) was wound up. Forum members are the major manufacturers and importers of steel and aluminium packaging.

The Forum's remit is to improve recovery rates for steel and aluminium packaging and provide high quality educational material for 7 to 13 year olds about the recyclability and environmental benefits of recycling steel and aluminium cans. The Forum's brand is CANZBAC, which was initially developed by SCANZ under the Packaging Accord.



The Forum is now getting into its stride and is working with Donovan Boyd PR to refresh the CANZBAC website - www.canzbac.co.nz. The Forum has commissioned Starters Strategies to write a [lesson plan](#) which will be published in the term 2 edition of the magazine. Starters and Strategies is a teachers' magazine which goes to all primary and intermediate schools in the country.

Consumer Law Reform – Discussion Paper

[BACK TO TOP](#)

Seven consumer laws are being reviewed as part of a major reform of New Zealand's consumer law. The Ministry of Consumer Affairs is currently seeking submissions on its [Consumer Law Reform](#) discussion paper, which includes the Fair Trading Act, the Consumer Guarantees Act and the Weights and Measures Act.

Submissions close on the 30th July 2010 and the Minister of Consumer Affairs, Hon Heather Roy, has signalled her intention to introduce the legislation into Parliament before the end of 2010 and have the legislation passed before the general election.



Of particular interest to PAC.NZ is the proposal to amend the Fair Trading Act **to prohibit unsubstantiated claims** and give the Commerce Commission powers to issue substantiation notices. The discussion document notes that '*...claims of eco-friendliness and sustainability is a growth area where there is significant potential to confuse and mislead consumers, but where there are few guidelines on what is meant by such definitions*'.

PAC.NZ's new [Code of Practice](#) includes a whole section on Packaging, Environmental Claims and the Law, written by Rae Nield who is a solicitor specialising in marketing law.

Upgrade to CHEP online track and trace system delivers major improvements in customer functionality

BACK TO
TOP

A major upgrade to CHEP's **Portfolio+Plus** web-based customer support system is delivering greater control of equipment travelling through the supply chain and improved business productivity.

Enhancements to the free online customer service system enable 'real time' access to stock movements, invoices and simplified administration.

Portfolio+Plus boasts user-friendly functionality for all aspects of equipment transactions, enabling 'live' updates and greater visibility of the movements of CHEP equipment. This latest upgrade will save customers time and money through more effective and efficient management of CHEP equipment at all points in the supply chain.

[Click here for more information](#)

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