



PACKAGED UP

TOWARDS SUSTAINABLE PACKAGING

Packaging Council of New Zealand - Newsletter

July/August 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 20th October 2011.

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

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This is the **last week** to RSVP to secure your place at our 2011 Environmental Packaging Awards "on the right track" Presentation Evening. This biannual event has become one of the most important in New Zealand for showcasing our commitment to sustainable packaging.

So dust off your glad rags for this black tie event and join our Master of Ceremonies, Mike King, and our guest of honour, Hon Dr Nick Smith, Minister for the Environment and Climate Change, for a night of celebration and entertainment.

Date: Friday, 2nd September 2011

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

Dress: Formal - Black Tie

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

RSVP: Friday, 26th August 2011

Contact Roshni (roshni@packaging.org.nz) if you would like to purchase tickets or have any questions.

www.packaging.org.nz/awards_2011/awards_evening_2011.php

GUEST EDITORIAL: ISO Standards – Packaging and the Environment (1)

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Laura Rowell
Director, Sustainable Packaging
MeadWestvaco

According to the NVC Netherlands Packaging Centre, 100,000 products are packaged every second across the globe. Recognising the need for world standards on packaging and the environment, ISO delegates from all sectors of the packaged goods supply chain have come together for the past two years to address this concern.

From 2009 to the present, intense discussion on the scope and purpose of these standards have taken place during meetings around the world. This May, in Atlanta, the delegates – representing standards-setting bodies, industry



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Packaging Product Stewardship Scheme – New Signatories

We are pleased to announce that Cospak has signed up to the Packaging Product Stewardship Scheme.

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

Environmental Protection Authority – New CEO

Following the establishment of the Environmental Protection Authority Act on the 17th May 2011, Rob Forlong has been appointed Chief Executive of the EPA. Rob Forlong was previously Chief Executive of the Environmental Risk Management Authority (ERMA), which was disestablished when the EPA was created.

www.epa.govt.nz

Pure Advantage

Coinciding with the release of the Green Growth Advisory Group's discussion paper, a privately funded association called Pure

associations, consumer goods companies, retailers and packaging manufacturers – approved the distribution of a set of ISO Draft International Standards. The draft texts will be available for final review and comment by national standards bodies in the coming months, with plans for release of the final standards by the end of 2012.

The ISO Draft International Standards are a series of voluntary standards that address the optimisation of packaging to minimise its environmental impact. This includes the responsible use of heavy metals and other substances hazardous to the environment, the possible reuse of packaging, and the different modes of recovery (material, energy or composting). The draft standards are loosely based on the packaging standards created by CEN, the European Committee for Standardization. However, the draft ISO standards differ in the following areas:

- The standards speak to the value of packaging as essential to preventing the loss of goods and the subsequent environmental impact. This point was emphasized during a recent speech by Julian Carroll, Managing Director of EUROOPEN, the European Organization for Packaging and the Environment. In his presentation, Mr. Carroll addressed the role of packaging in reducing food waste and loss, commenting that the Swedish Institute for Food and Biotechnology estimates global food waste and loss at 2.3 billion tonnes a year. He further explained: "In 2008, the total amount of food the world gave as food aid to poor countries amounted to 6.3 million tonnes. This is less than a tenth of the amount of food UK consumers alone threw away each year."
- The draft packaging optimization standard recognizes that packaging's critical function is to protect and deliver product; and that minimising environmental impacts may actually require the use of more packaging. It also utilizes the UN Globally Harmonised System for Classification and Labelling of Chemicals for identifying and assessing heavy metals and substances hazardous to the environment.
- The material recovery standard includes two technical reports, addressing chemical recovery of plastic packaging and impediments to recycling.

The draft standards do not, however, address packaging design or life cycle impacts. While there was significant interest in standards development in these areas, it was deemed outside the scope of the project.

Our hope was to create ISO standards that could be used to update the existing CEN standards and others in development in Asia. And in doing so, truly create a global approach to packaging and the environment while easing the strain of compliance with multiple legislated systems. Although we believe we have accomplished this goal in these draft standards, we also recognize that this is just the first step in creating a streamlined, global approach to packaging and the environment.

Laura Rowell is a member of ISO technical committee TC 122/SC 4 Packaging and Environment.

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The draft standards have now been circulated to the national standards bodies for comments and voting **and are available to download from the Members Only section of our website:**

Advantage was launched on the 7th July.

The focus of the campaign is: 'to create sustainable economic growth, and assist New Zealand to become a leading exporter of high-value produce, renewable energy and clean technology, with a top-tier in-bound tourism industry'.

www.pureadvantage.org

EFSA report on non-plastic food contact materials

In February 2010, The European Food Safety Authority set up an EFSA scientific cooperation (ESCO) working group to collect and analyse information on the safety of substances used in non-plastic materials which come into contact with food.

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

Ministry for the Environment – Sources of Funding

The Ministry for the Environment manages a number of funds on behalf of its Ministers.

Click [here](#) for full details.

AIP Training Courses

The Australian Institute of Packaging (AIP) is looking to bring another half-day training course to New Zealand in the next few months and are asking for feedback on which courses to bring.

AIP would like you to read through the course offerings on this [flyer](#) and let them know the top two courses you would like to attend.

They have recently introduced two new courses – Introduction to Print Technology and Advanced Plastic Packaging.

Please email your responses to NeridaKelton at AIP: nerida@aipack.com.au

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Contact Roshni (roshni@packaging.org.nz) if you need the username and password.

In our opinion, these draft international standards are to be welcomed. Many international consumer goods companies and packaging manufacturers were intimately involved in their development and, as a result, the standards are not 'anti-packaging', in fact quite the opposite, as evidenced by the common introduction at the front of each draft standard:

"Packaging plays a critical role in almost every industry, every sector and every supply chain. Appropriate packaging is essential to prevent loss of goods and as a result decrease impact on the environment. Effective packaging makes a positive contribution towards achieving a sustainable society by, (e.g.):

- a. meeting consumers' needs and expectation for the protection of goods, safety, handling and information;
- b. efficiently using resources and limiting environmental impact;
- c. saving costs in the distribution and merchandising of goods."

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

Packaging Product Stewardship Scheme

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PAC.NZ held a refresher workshop in Auckland on the 9th August to help those companies, who are members of the Packaging Product Stewardship Scheme, prepare for reporting after the 30th September. Thank you to everyone who attended. A few actions for PAC.NZ came out of the meeting, which we are following up on.

Summary of Actions:

- Code of Practice - Packaging Council to prepare a list of endorsed training programmes and circulate to scheme members.
- KPI 2 - Packaging Council to prepare a list of packaging items and circulate to scheme members to insert suggested standard weights.
- KPI 4 - Packaging Council to ask the major paperboard packaging manufacturers whether they are able to confirm the average percentage recycled content supplied to scheme members.

We will be in touch with all scheme members at the beginning of September with a checklist to help you prepare for your first report.

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

Presentations from the July Auckland Member Briefing Lunch

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At the Auckland Member Briefing Lunch on the 27th July, senior representatives from Food Standards Australia New Zealand (FSANZ) presented to our members about food contact packaging issues. 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 were Dr Paul Brent, FSANZ Chief Scientist and Dean Stockwell, FSANZ General Manager (Food Standards).

The presentations are available to download from the Members Only section of our website:

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0800 022 BIZ (249).

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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>

www.packaging.org.nz/members_area/index.php

Contact Roshni (roshni@packaging.org.nz) if you need the username and password.

Waste Minimisation Act – Review of the Waste Levy [BACK TO TOP](#)

The Minister for the Environment, Hon Dr Nick Smith, has confirmed that the \$10 per tonne levy charged on all waste sent to landfills under the Waste Minimisation Act will not increase this year following a review by the Ministry for the Environment. Dr Smith is quoted in his media release as saying:



"As the levy has only been in place for two years, the Ministry's analysis has concluded that we don't have enough information to see if the levy is significantly changing people's behaviour – a point noted by the Waste Advisory Board".

"We need to be cautious about increasing costs in challenging economic times because the levy flows through to households and businesses. We also need to be confident the benefits of raising the levy would outweigh the costs, which cannot be established at this time."

Measuring Up: Environmental Reporting – Discussion Document [BACK TO TOP](#)

The Government proposes to introduce an Environmental Reporting Bill to (i) ensure that national 'state of the environment' reporting is regular and independent and (ii) improve the consistency of 'state of the environment' monitoring statistics at the local level.



The Government has released a discussion document for consultation and is inviting submissions. The closing date is 5pm, 18th October 2011.

Click [here](#) for full details and to download the discussion document.

Green Growth – Issues for New Zealand. Discussion Paper from the Green Growth Advisory Group [BACK TO TOP](#)

We have previously reported that the Government has established a [Green Growth Advisory Group](#), chaired by Phil O'Reilly, CEO of Business New Zealand.

The Government has asked the Advisory Group to look at three Green Growth topics of particular importance in this country:

1. Helping exporters make the most of a "clean, green" New Zealand brand
2. Making smarter use of technology and innovation
3. Moving businesses to a lower-carbon economy



The Advisory Group released a discussion paper on the 7th July and is inviting

submissions, via the Ministry of Economic Development (MED), until the **20th September**. The group will report back to the Government with its considerations in December 2011.

PAC.NZ has entered a submission, with the purpose of making the connection between New Zealand companies demonstrating their commitment to packaging sustainability and the country achieving the Government's export growth goals.

At a 'top level', the actions we said we would like to see are:

- A greater sense of urgency around sustainability issues, and in particular the relation to global markets, communicated between government and industry.
- Better dissemination of export market requirements and/or expectations through government agencies such as New Zealand Trade and Enterprise and Ministry of Foreign Affairs and Trade.
- Better dissemination of information, together with active collaboration between government departments, Crown Research Institutes and industry regarding availability of R&D funding.
- Specific educational and skills training opportunities in the areas of sustainability and sustainability reporting methodologies.

The Packaging Council's submission is available to download from the Members Only section of our website:

www.packaging.org.nz/members_area/index.php

Contact Roshni (roshni@packaging.org.nz) if you need the username and password or contact Paul (p.curtis@packaging.org.nz) if you have any questions about the submission.

Review of the Incorporated Societies Act 1908

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In July 2010, the Minister of Justice, Hon Simon Power, made the following comments about the Incorporated Societies Act:

"The Incorporated Societies Act 1908 is uncomfortably old and has been little amended since its enactment. Yet the rich tapestry of community organisations that use this legal form is extensive in New Zealand. Practising lawyers are often called upon for advice concerning incorporated societies. They are asked for advice on whether to set one up, how to set one up, how to register it and what to include in the documents. Difficult questions frequently arise around the governance and administration of such organisations and the resolution of their internal disputes. Many of the reported cases revolve around such disputes. This review will take a first principles look at the Act."



On the 1st July 2011, the Law Commission published its review – Reforming the Incorporated Societies Act 1908 – and is inviting submissions until the 30th September.

The Commission is seeking feedback on a range of issues and options for reform raised in the paper including:

- Whether all societies should, as a condition of incorporation, be subject to certain minimum governance rules that they cannot vary;
- Whether a new Act ought to provide a code that makes the obligations

- of committee members clearer;
- How the Act should provide for the resolution of disputes between members and their societies;
- What rules societies ought to be required to have in their constitution, and the nature of those rules.

PAC.NZ is an incorporated society and is taking an interest in this review. If you are involved in a club or association, then we strongly recommend you bring this review to the attention of the organisation's governance committee.

Click [here](#) for full details and contact Paul (p.curtis@packaging.org.nz) if you have any questions.

2011 Bioplastics Workshop

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As the global plastics market looks for sustainable production options, bioplastics are rapidly growing as a preferred means of supply. Some reports forecast bioplastics will account for up to 30% of all plastics by the year 2020. This bioplastics boom translates into significant opportunities for New Zealand industry, both in terms of research and manufacturing as well as those companies using plastic products or packaging.

Join Scion for a workshop to discuss the basics of, and the most recent advances in, bio-based plastics. Speakers from New Zealand industry, the Australasian Bioplastics Association, the University of Queensland and Scion's own researchers will present on a range of topics covering:

- An introduction to bioplastics
- New global developments and trends
- Opportunities for New Zealand resources in bioplastics
- Emerging bioplastics technologies and additives
- Packaging research and case studies
- Funding assistance

The workshop is designed for marketing and business professionals, technology managers, materials selectors, and innovators in New Zealand and international companies, as well as product and packaging designers, manufacturers and brand owners.

For a copy of the full programme, and to register click [here](#)

Board Talk

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The Packaging Council's [Executive Committee](#) (board) met on the 18th August and discussed:

- Auckland Council Waste Assessment Report and Spatial Plan
- PAC.NZ's draft submission to the Green Growth Advisory Group
- Implications for PAC.NZ of the review of the Incorporated Societies Act
- Draft ISO Standards for Packaging and the Environment

- Outcomes from the Packaging Product Stewardship Scheme refresher workshop

Dates for Your Diary

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Below are our key dates for your diary:

2nd September - 2011 Environmental Packaging Awards Presentation Evening and Gala Dinner

30th September – end of Year One for reporting against the Packaging Product Stewardship Scheme

10th November – PAC.NZ annual golf tournament, Muriwai Golf Club, Auckland

16th November – Auckland Member Briefing Lunch

24th November – Wellington Member Briefing Lunch

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