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towards sustainable packaging

Packaging Product Stewardship Scheme
(Managed by the Packaging Council of New Zealand)

REPORTING REQUIREMENTS FOR SCHEME MEMBERS

Policies and Procedures

CODE OF PRACTICE FOR PACKAGING DESIGN	
Objective Improved packaging design and systems to reduce packaging waste across the supply chain.	
Has the Packaging Council's Code of Practice for Packaging Design, Education & Procurement been adopted for new packaging?	Yes/No If yes, describe how the Code of Practice has been adopted, providing case study examples where possible.
Has the Packaging Council's Code of Practice for Packaging Design, Education & Procurement been adopted for existing packaging?	Yes/No If yes, describe how the Code of Practice has been adopted, providing case study examples where possible.
Is documentation available to demonstrate adoption of the four key principles of the Code of Practice?	Yes/No If yes, then completed Appendix E forms from the Code of Practice should be available on file to support design decisions for all new packaging and existing packaging which has been reviewed against the Code.
Has an appropriate filing system been established which could be made available to the scheme manager upon request?	Yes/No
Has someone from your organisation attended a Packaging Council organised or endorsed training programme on sustainable packaging design?	Yes/No If yes, then report X number of people attended Y number of programmes over the last 12 month period.

EDUCATION	
Objective Increased consumer awareness and understanding of sustainable packaging.	
Does your company provide on pack information to help identification of the packaging material type?	Yes/No If yes, describe using case study examples where possible. If no, then outline the timetable for including on pack labelling to identify the packaging material type.
Does your company provide any other information to the consumer about their role in waste minimisation?	Yes/No If yes, describe using case study examples where possible.

Key Performance Indicators

KPI 1a – PACKAGING MATERIAL WASTE (Measurement)	
Objective Improved packaging design to reduce packaging waste across the supply chain. **Definition** The mass of material waste generated during the production and transport of packaging materials, packaging components or units of packaging and which is sent to landfill for final disposal. **What to measure** Measurement should include the scrap, unwanted surplus material, unwanted by-products and broken, contaminated or otherwise spoiled material associated with the processing of recycled or reused materials, production of final packaging materials, conversion of packaging materials into packaging components, assembly of packaging components into units of packaging, filling of packaging units and the transport of recycled, reused or final packaging materials, packaging components or units of packaging. **What not to measure** Do not include waste from the growth, extraction and processing of raw materials.	**Metric** Mass of packaging material waste per year. **Unit of measure** Metric tonnes / year **Responsibility** All scheme members are responsible for reporting against this KPI.
KPI 1b – PACKAGING MATERIAL WASTE (Systems)	
Objective Improved systems to reduce packaging waste across the supply chain. **Question** Does your company have systems in place to recover and recycle (by commercial arrangement) packaging waste from its facilities? **Answer** Yes/No If yes, describe the system including what is collected and from where, providing case study examples where possible. If no, then outline the timetable for establishment of a recovery system.	**Responsibility** All scheme members are responsible for reporting against this KPI.

KPI 2 – REUSABLE PACKAGING / REUSE OF PACKAGING	
Objective Increased reuse of packaging. **Definition** The mass of packaging components or units of packaging (collected from any source) that are reused for the same basic function. **What to measure** Measure all reused packaging components or packaging units that are in circulation in the New Zealand market. This metric can be for primary, secondary and tertiary packaging (e.g. bottles, outer cases, pallets, etc.). For additional guidance, refer to standard EN 13429:2004. **What not to measure** Do not include reusable packaging which is exported or otherwise lost to the New Zealand market, e.g. through breakage.	**Metric** Mass of packaging reused per year. **Unit of measure** Metric tonnes / year **Responsibility** All scheme members are responsible for reporting against this KPI. **Qualitative report** Where possible, provide case study examples from key projects or initiatives.

KPI 3 – PACKAGING CONSUMPTION	
Objective Improved packaging design and systems to reduce packaging waste. **Definition** Total mass of packaging used to deliver the total mass of product sold into the New Zealand market. **What to measure** Packaging manufacturers / importers and product wholesalers / distributors calculate the total mass of distribution packaging by material type used to pack their New Zealand orders over the reporting year. Retailers include all distribution packaging used to pack orders for their New Zealand stores. Individual brand owners (i.e. product importers, packer/fillers, retail own-label) calculate the total mass of consumer and distribution packaging by material type and then determine the total mass of packed product sold over the reporting year. Include imported filled product. **What not to measure** Do not include reusable packaging (e.g. refillable bottles, pallets, returnable transit packaging, etc). Do not include exported filled product or its distribution packaging. Do not measure processing chemicals, formulations or solvents or process scrap materials. **Guidance notes** • To convert volume to weight, the basic formula: mass = density x volume can be used for liquids whose densities are known. • For liquids whose densities are not known, the density of water (1kg per litre) can be used, e.g. if a liquid product has a volume of 1.5l, its weight can be approximated to 1.5kg.	**Metric** Mass of packaging materials used, by material type, per unit mass of product sold. **Units of measure** Kg packaging used / tonne of product sold **Responsibility** Packaging manufacturers / importers and product wholesalers / distributors are responsible for reporting against this KPI by providing the mass in kg of distribution packaging by material type used to pack their New Zealand orders. Individual brand owners (i.e. product importers, packer/fillers, retail own-label) are responsible for reporting against this KPI by providing: a. Kg of consumer & distribution packaging by material type b. Tonnes of product sold into the New Zealand market **Qualitative report** Where possible, provide case study examples from key projects or initiatives to reduce package weight or quantity of packaging used.

KPI 4 – RECYCLED PACKAGING MATERIAL USE	
Objective Increased recycled content in packaging to replace virgin material. **Definition** The average percentage of recycled material used in the production of substrates, packaging components or units of packaging which are sold into the New Zealand market. **What to measure** Calculate the mass of all packaging materials, by material type, that were recovered from households, or commercial, industrial or institutional facilities and were recycled for use in substrates, packaging components or units of packaging. Include any recycled content in imported empty packaging and imported filled packaging. **What not to measure** Do not include any process scrap materials produced during the production of substrates, packaging components or packaging that are recovered and reused during the production process that generated it. Do not include any exported empty packaging or exported filled packaging.	**Metric** Percent of recycled material per functional unit of substrate. **Unit of measure** Average % of total recycled material used. **Responsibility** All scheme members are responsible for reporting against this KPI by providing annual percentage of recycled content, by material type, for packaging material sold into the New Zealand market. **Qualitative report** Where possible, provide case study examples from key projects or initiatives.

KPI 5 - PACKAGING RELATED COMMUNITY INVESTMENT	
Objective Increased consumer awareness and understanding of sustainable packaging. **Definition** The value of investments made in community projects related to packaging such as recycling education programmes or recycling infrastructure development, etc. **What to measure** Measure contributions given to or investments made in any/all packaging related community projects. Include a description of the projects supported. **What not to measure** Do not include contributions given to or investments made in any community project that it not packaging related.	**Metric** Investment per year, including a description of projects supported. **Unit of measure** $ / yr **Responsibility** All scheme members are responsible for reporting against this KPI. **Qualitative report** Include a description of the projects supported.

Definitions

Consumer packaging = all packaging components (primary, secondary, etc), excluding distribution packaging
Distribution packaging = packaging for the purposes of transport, handling and/or distribution, e.g. strapping, stretchwrap, layer boards, etc.

Substrate = the input material that will be converted into a package

Reference

Sustainable Packaging Indicators and Metrics Framework, Sustainable Packaging Coalition, 2009. www.sustainablepackaging.org