



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

Frequently Asked Questions

⊕ What does my company need to do to join the scheme?

To be a member of the scheme, your company needs to:

- (i) be a full financial member of the Packaging Council of New Zealand;
- (ii) commit to paying the scheme management fee (currently set at 10% of the subscription fee);
- (iii) provide written acceptance that your company will comply with the principles, policies and procedures set out in the scheme; and
- (iv) report annually against the scheme's policies, procedures and key performance indicators.

⊕ When will my company need to report to the Packaging Council?

You will need to report on an annual basis to the Packaging Council. The scheme's reporting year is to the 30th September.

⊕ How will the information I provide be used by the Packaging Council?

The Packaging Council will collate and aggregate the data provided by each scheme member.

⊕ Will individual company performance be reported?

No. The data will be collated and aggregated. However, we do ask for qualitative information, e.g. supporting case studies, which demonstrate scheme member's continuous improvement and we will, where appropriate and with permission, include these in the annual report. It is the qualitative information which tells the story and helps bring the scheme to life, which is important when we want to communicate what the scheme has achieved.

⊕ How much will scheme membership cost?

The total cost of scheme membership will be the cost of your company's subscription to the Packaging Council plus a scheme management fee (currently set at 10% of the subscription fee). The scheme management fee will first be payable when joining the scheme. In subsequent years, scheme members will be invoiced on the 1st October for both their subscription and scheme management fee.

However, the scheme may also require specific projects to deliver on its waste minimisation objectives, e.g. to fund recycling education initiatives, infrastructure, etc. This will require separate and additional funding, but you would be free to choose whether or not to contribute any additional amount.

⊕ When will the scheme be ready to submit to the Ministry for the Environment?

A scheme can only be submitted for accreditation when improvement targets have been set. At this stage we do not have a baseline for the key performance indicators and so we are unable to set improvement targets. We will not be able to apply for accreditation until we have received and collated sufficient baseline data to establish realistic improvement targets. We anticipate that this will be towards the end of 2011.

⊕ How soon is the scheme likely to be accredited?

As soon as the Packaging Council can set measurable improvement targets for each key performance indicator, an application can be made to the Ministry for the Environment. The Ministry will then review the application and appoint an independent assessor.

The assessor will make their recommendations to the Ministry and the Ministry will then provide a formal recommendation to the Minister for the Environment as to whether the scheme meets the criteria for accreditation set out in section 14 of the Waste Minimisation Act.

⊕ Will the scheme be accredited by the Minister?

We have spent a lot of time developing this scheme to try to ensure it meets the requirements of section 14 of the Waste Minimisation Act.

However, it is for the Minister for the Environment to decide whether the scheme meets the criteria under the Act, based on an external assessment of the scheme and a recommendation from the Ministry. The Minister can also take advice from other stakeholders including community groups and local government.

⊕ How does the Packaging Council's Code of Practice for Packaging Design, Education and Procurement fit with the scheme?

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

The Code's four key principles are around packaging functionality, resource efficiency, use of low impact materials and end-of-life options. The Code also covers environmental claims and the law, external environmental reporting and sustainable procurement. The Code is available to all Packaging Council members, regardless of whether or not they are members of the packaging product stewardship scheme.

On an annual basis, the Packaging Council will report directional trends, including the number of companies that have adopted the Code of Practice in their business and progress achieved against the Code's four key principles.

⊕ Is the scheme aligned with the requirements of the Australian Packaging Covenant?

The goals and key performance indicators of the scheme and the principles of the Code of Practice are aligned with those of the Australian Packaging Covenant. The scheme's key performance indicators are more detailed than the Australian Packaging Covenant's in order to demonstrate packaging waste minimisation and a reduction in environmental harm, as required by New Zealand's Waste Minimisation Act.

⊕ What training will be offered to my company to help us understand and comply with the scheme and the Code of Practice?

The Packaging Council runs regular workshops and seminars about the scheme and Code of Practice. Packaging Council personnel can come to your business to present an overview of the scheme and the Code of Practice. You need only to contact the Packaging Council.

⊕ What other responsibilities will the Packaging Council have under the scheme?

Under the scheme, the Packaging Council will also:

- (i) recommend existing on-pack labeling systems to help identification of packaging for waste minimisation in the New Zealand context;
- (ii) collaborate with the Territorial Authorities (local councils) and recycling organisations to build a geographical database of which packaging materials are collected in New Zealand;
- (iii) review and update the Packaging Council's PAC-IT educational resource; and
- (iv) report annually on complaints and suggested improvements handled under the scheme's established process.

⊕ Will this scheme fulfill my company's product stewardship obligations for all packaging materials?

The Packaging Council's scheme is focused on minimising waste through good design, education and procurement practices. The scheme does not, at present, deal directly with the recovery of post consumer packaging waste.

You may need to consider joining other membership based schemes, or developing your own company scheme, if:

- (i) you are using a packaging material that causes a significant level of environmental harm when it becomes waste, or
- (ii) you are using a packaging material for which there is limited or no end of life recovery systems in place in New Zealand.

You should assess the level of risk to your company and act appropriately.