

**Who we are and why
you should belong.**

**Packaging
New Zealand**





25+

Years

68

Members







Directed for our people by our people.

The Packaging New Zealand board
is made up of our own members,
elected by our own members.

\$4.1b

1.8% of New Zealand's GDP



2%

2% of New Zealand's
workforce





A more balanced conversation



— Less emotion

+ More evidence

■ Correcting misconceptions

- Public media
- Social media
- Activists

■ Mitigating threats

- Government policy
- Local council doctrine

RESEARCH PROJECTS



SCION

- **Microbead study – Waste Minimisation Funding**
- **Green Electronics – MBIE Endeavour Funding**
- **Triggered degradation – MBIE Endeavour Funding**

AUCKLAND UNIVERSITY

- **Chemical/biodegradation of mixed plastics project**
- **Biocide Toolbox**



An influential voice

■ Advocacy at all levels of central Government

- Policy related to packaging
- Food Safety Australia and NZ (FSANZ)

■ Advocacy at Local Government

- Waste Management and Minimisation Plans
- Bylaws

■ Supported by connected Executives

- President on the Waste Advisory Board



A unified voice

■ Packaging brings huge benefits

- Food safety
- Functional enhancements
- Prevents waste
- Enables commerce across the globe
- User information
- Produce promotion



A pragmatic voice

- **Product stewardship vs. 'ad hoc' schemes**
- **Shared responsibility**
- **National plan → circular economy**
- **Packaging is not waste unless**
 - not recycled efficiently
 - not disposed of properly



Celebrating achievements

- Annual PIDA awards
- Packaging New Zealand scholarship
- Member innovations and sustainability initiatives

A stylized map of Europe and Australia. The European continent is shown in light blue, and the Australian continent is shown in pink. The text "Our network" is centered over the map in white.

Our network



Arthritis New Zealand



- **NGO for NZ's c625,000 sufferers**
- **MOU to include Arthritis New Zealand Design Guidelines in Code of Practice**
- **Prime example of innovation and collaboration**



Australian Packaging Covenant Organisation (APCO)



- **NGO of 1,000 members (inc. NZ)**
- **Partnering regulators**
- **MOU for NZ member
Trans-Tasman interests**
- **Access to resources and tools**
 - Australian Recycling Label
 - Reporting tools
- **NZ Code of Practice
modelled on APCO**



Australian Institute of Packaging



- **Professional training**
 - Technologists
 - Engineers
 - Designers

- **PIDAs**

- **Representation on board of
World Packaging Organisation**

BRINGING A
BALANCED
DISCUSSION
FOR THE
PACKAGING
INDUSTRY