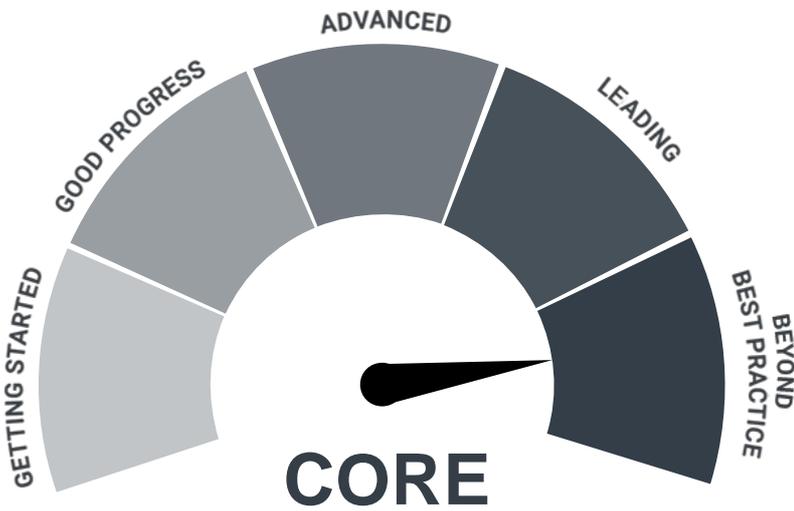


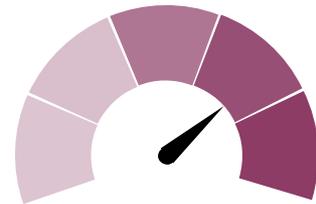
DASHBOARD



LEADERSHIP



OUTCOMES



OPERATIONS

SUMMARY

For the 2020 APCO Annual Report, *Rawbone Pet Foods Pty Ltd* has achieved Level 5 (Beyond Best Practice) for the core criteria. All seven core criteria were answered and six out of six recommended criteria were answered.

INDICATORS

This Annual Report shows the organisation's performance against the APCO Packaging Sustainability Framework.

CORE: All core criteria.

RECOMMENDED: All answered recommended criteria.

TOTAL: Sum of all core and answered recommended criteria.

LEADERSHIP: All criteria that defines leadership on packaging sustainability.

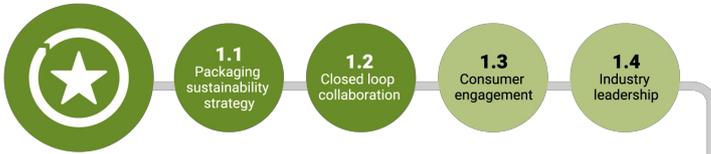
OUTCOMES: All criteria that lead to direct improvement in packaging sustainability.

OPERATIONS: All criteria related to business operations for improving packaging sustainability.

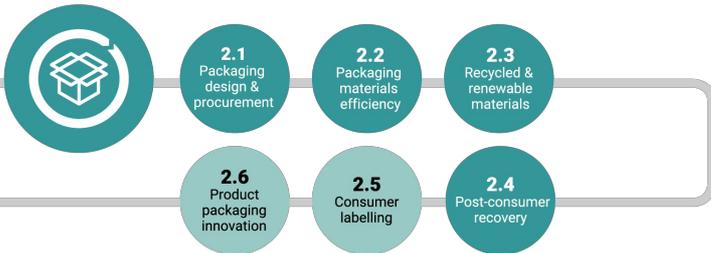
REPORTING FRAMEWORK

OVERVIEW

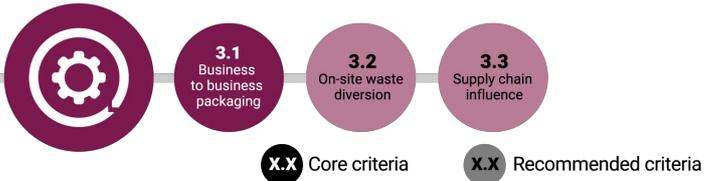
1. LEADERSHIP



2. OUTCOMES



3. OPERATIONS



X.X Core criteria

X.X Recommended criteria

LEVEL DESCRIPTION

LEVEL 0

NOT YET STARTED

The organisation does not have a plan and has not started investigating options for action under the relevant criteria.

LEVEL 1

GETTING STARTED

The organisation is developing a plan or is investigating options for action under that criteria (e.g. agreeing on goals and targets).

LEVEL 2

GOOD PROGRESS

There are documented procedures in place (e.g. to implement the Sustainable Packaging Guidelines) or some progress has been achieved, data tracking shows up to 20% of products have achieved the desired outcome.

LEVEL 3

ADVANCED

The organisation has specific, measurable targets in place, or data tracking shows that >20% of products have achieved the desired outcome.

LEVEL 4

LEADING

The organisation has more rigorous procedures in place, or an ambitious target has been met e.g. >50% of products have achieved the desired outcome.

LEVEL 5

BEYOND BEST PRACTICE

The organisation has more rigorous procedures in place, or an ambitious target has been met e.g. 100% of products have achieved the desired outcome.

ABOUT THE APCO FRAMEWORK

The APCO Packaging Sustainability Framework (the Framework) aims to provide a consistent and transparent framework for assessing and tracking packaging sustainability across organisations. The Framework consists of thirteen independent criteria that belong to three separate categories. These categories are (i) Leadership, (ii) Packaging Outcomes and (iii) Operations. The diagram above shows the different criteria included within each of these three categories.

There are two types of criteria within the Framework:

- **Core criteria** are mandatory and must be answered by all Members when completing the Annual Reporting Tool.
- **Recommended criteria** are not mandatory, but Members are encouraged to complete as many recommended criteria as possible.

Each criteria is divided into five levels of performance ranging from 'getting started' to 'beyond best practice'. The diagram above illustrates the key differences between performance levels. Please see www.packagingcovenant.org.au for more information.

ABOUT APCO

APCO is a co-regulatory, not for profit organisation that partners with government and industry to reduce the harmful impact of packaging on the Australian environment. APCO promotes sustainable design and recycling initiatives, waste to landfill reduction activities and circular economy projects. APCO Annual Reports are a key Membership obligation, providing Member organisations with a transparent method to track their packaging sustainability performance. Annual reporting also supplies APCO with valuable data and information to identify industry trends and advancements.

CASE STUDIES

Case Study

Rawbone has a strong commitment to minimising its environmental impacts. One of the ways it does this is by seeking to minimise waste, and to maximise re-use of outputs from the business. Food waste from the production process is sent to a third party where it is turned into fertiliser. Pre-consumer shrink wrap waste and clean used cardboard is sent to Veolia. Printer cartridges are sent to Close the Loop where they are turned into pens.

Rawbone is constantly looking for ways to reduce waste. Last year we increased roll lengths by 20mm. In addition to giving our customers extra product for the same price, it significantly reduced waste due to underweight product. We have also introduced new packaging machinery with the aim of reducing failed seals on packaging.

Beyond this Rawbone has been working on a major project to improve the quality of waste water coming out of our plant. This has resulted in significant improvements.

Case Study

In late 2018 we started trialling a PET bottom web APET-PCR in our trays that is made out of up to 80% recycled drink bottles. The product is being manufactured in south korea and we hope that eventually someone can start to produce it locally as it has worked really well and is a great step towards a closed loop system. All this is very positive, but the negative is that we are still requiring this product to be laminated here in Australia to a PE sealing layer which is meaning the end product is a no.7 and not recyclable. However, this year the latest developments have been a new top web sealing system that no longer requires this composite structure in the bottom tray. To make this new system work for us the sacrifice is removing the coating from our meatballs which is a huge change, however we see the packaging being more important at this stage, so we are pushing some strong plans towards this goal.

So if we achieve the above this year we will be looking at a package where the tray is made out of up to 80% recycled drink bottles and can be put into the recycling bin.

The top web is removed completely and will go in the bin at this stage. The company we are working with believe they can upgrade the structure to be suitable for RED cycle but we have not trialled this as yet.

COMMITMENTS

The Action Plan detailed below, is a public commitment to advancing packaging sustainability outcomes as a Member of APCO. Members are encouraged to have a comprehensive internal plan with the steps they will take to fulfill their commitments.

Criteria 1.1 PACKAGING SUSTAINABILITY STRATEGY (core)

5. Beyond best practice

Your organisation is committed to: Publicly reporting progress towards packaging sustainability.

Criteria 1.2 CLOSED-LOOP COLLABORATION (core)

5. Beyond best practice

Your organisation is committed to: Introducing a documented process to continually identify new opportunities for collaboration or to improve existing initiatives.

Criteria 1.3 CONSUMER ENGAGEMENT (recommended)

4. Leading

Your organisation is committed to engaging consumers about packaging sustainability by: (1) Including packaging information on your website or other publications. (2) Applying on-pack claims or labels. (3) Applying labels that encourage active consumer engagement. (4) Designing packaging to reduce the impacts of consumption.

Criteria 1.4 INDUSTRY LEADERSHIP (recommended)

4. Leading

Your organisation is committed to: (1) Investigating collaborative or industry leadership actions to improve packaging sustainability. (2) Being involved in a program or initiative to improve packaging sustainability through collaboration and leadership. (3) Having at least one leadership initiative externally recognised through an award or other formal process. (4) Actively engaging with peers and/or the community to promote packaging sustainability, and sharing sustainability knowledge for non-commercial purposes.

Criteria 2.1 PACKAGING DESIGN & PROCUREMENT (core)

4. Leading

Your organisation is committed to: Reviewing at least 80% of packaging with reference to the Sustainable Packaging Guidelines (SPG) or equivalent.

COMMITMENTS

Criteria 2.2 PACKAGING MATERIALS EFFICIENCY (core)

5. Beyond best practice

Your organisation is committed to: Reducing packaging weight or optimising packaging material efficiency in all products.

Criteria 2.3 RECYCLED & RENEWABLE MATERIALS (core)

4. Leading

Your organisation is committed to: Incorporating or optimising recycled and/or renewable content in more than 50% of products.

Criteria 2.4 POST-CONSUMER RECOVERY (core)

4. Leading

Your organisation is committed to: Having more than 50% of primary packaging be recoverable through existing post-consumer recovery systems and achieving the highest potential environmental value.

Criteria 2.5 CONSUMER LABELLING (recommended)

4. Leading

Your organisation is committed to: Labelling more than 50% of products with disposal or recovery information.

Criteria 2.6 PRODUCT-PACKAGING INNOVATION (recommended)

3. Advanced

Your organisation is committed to: Evaluating and optimising more than 20% of product-packaging systems using Life Cycle Assessment (LCA) or similar.

Criteria 3.1 BUSINESS-TO-BUSINESS PACKAGING (core)

5. Beyond best practice

Your organisation is committed to: Optimising all business-to-business (B2B) packaging for efficiency and reuse.

COMMITMENTS

Criteria 3.2 ON-SITE WASTE DIVERSION (recommended)

3. Advanced

Your organisation is committed to: Investigating opportunities to divert more than 20% of solid waste generated at facilities (factories, warehouses, offices, retail stores etc.) from landfill.

Criteria 3.3 SUPPLY CHAIN INFLUENCE (recommended)

3. Advanced

Your organisation is committed to engaging its supply chain about packaging sustainability by: (1) Collaborating with key suppliers to share knowledge. (2) Having processes to evaluate risks and opportunities for influence. (3) Having business processes to monitor supplier compliance.

SIGN OFF

Olivia Ratten

Sales & Marketing Manager

Friday, 12 June 2020

DISCLAIMER

The copyright owners of this report are The Australian Packaging Covenant Organisation (APCO) and the University of Technology Sydney (UTS). The data contained within this report is owned exclusively by APCO. This report (including all text, images and attachments) has been prepared for the exclusive use and benefit of the copyright holders and each addressee(s) only. The copyright owners give their consent and grant a limited licence to each addressee(s) for the use of this report, in its entirety, to be reproduced, distributed and communicated to third parties or made public at the discretion of the addressee(s). All other rights are strictly reserved. The addressee(s) is not permitted to reproduce, distribute or communicate separate subsections, images or individual pages of this report. The report can only be reproduced, distributed or communicated in full. The information contained in this report does not constitute investment or business advice and addressee(s) should not rely on the information for such purposes. All addressee(s) should obtain their own independent advice before making any financial decisions based on the information included in this report. 2017-2020 ©.

Suite 1102, Level 11, 55 Clarence Street, Sydney, NSW, 2000 ☎ (02) 8381 3700 ✉ apco@packagingcovenant.org.au