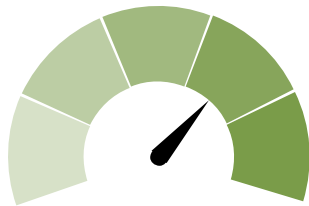
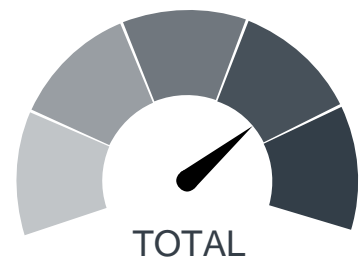
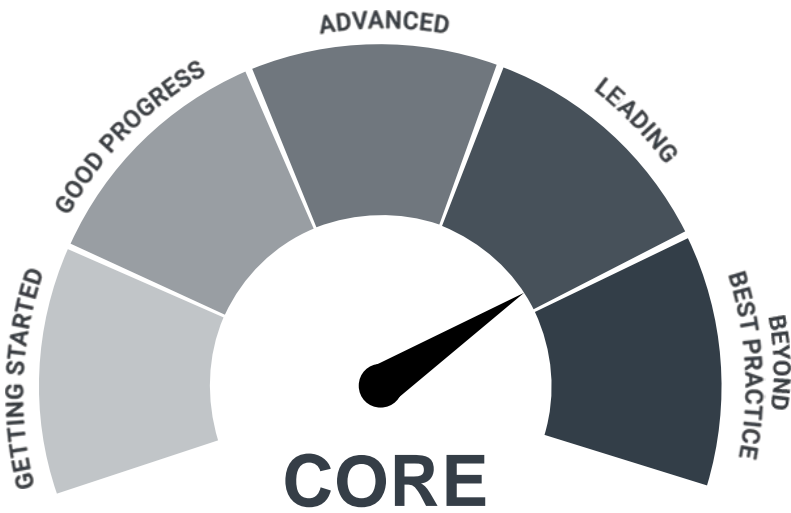
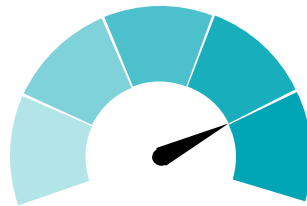


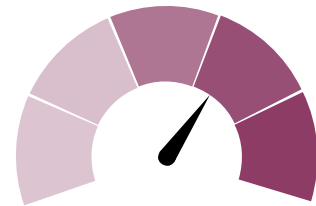
### DASHBOARD



LEADERSHIP



OUTCOMES



OPERATIONS

### SUMMARY

For the 2020 APCO Annual Report, *Sancell Pty Ltd* has achieved Level 4 (Leading) for the core criteria. All seven core criteria were answered and six out of six recommended criteria were answered. In addition, *Sancell Pty Ltd* has either achieved or put in place seven out of ten relevant packaging sustainability targets, and is publicly reporting progress against one of these targets.

### 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.

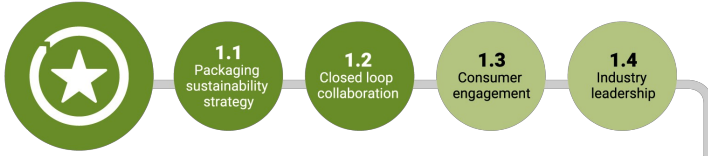
**OUTCOMES:** All criteria that lead to direct improvement in packaging sustainability.

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

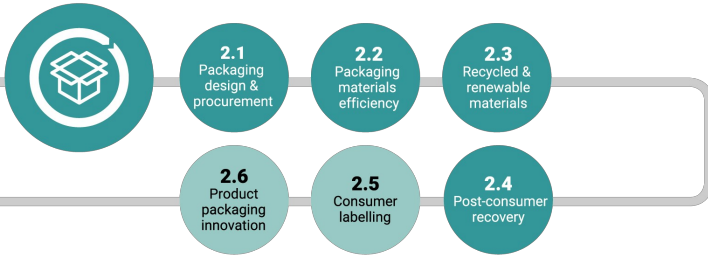
### REPORTING FRAMEWORK

#### OVERVIEW

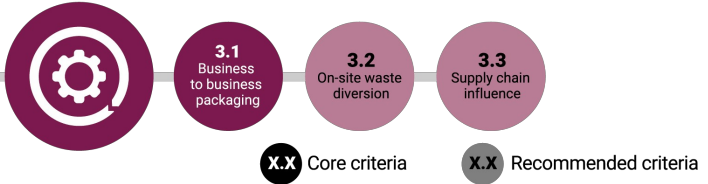
##### 1. LEADERSHIP



##### 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](http://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.

## TARGETS

Do you have specific targets to review new products against the SPGs or equivalent?

100% of all new products to be reviewed using the SPGs

Do you have specific targets to review existing products against the SPGs or equivalent?

80% of existing products to be reviewed using the SPGs or equivalent by 2022

Do you have specific targets to reduce (optimise) the quantity of material used in packaging?

None provided.

Do you have specific targets to improve recoverability of packaging (e.g. reuse, recycling, recoverability)?

100% of all packaging to be recoverable through reuse and recycling by 2025

Do you have specific targets to use sustainable (e.g. renewable and recyclable) materials in packaging?

Average of 30% recycled content across all packaging products by 2025

Do you have specific targets to include on-pack labelling for disposal or recovery?

40% of Sancell brand products to have on-pack instructions for disposal and recycling by 2022.

Do you have specific targets to reduce on-site waste sent to landfill?

90% reduction in waste to landfill by 2025

Do you have specific targets to improve packaging sustainability through procurement processes?

None provided.

Do you have specific targets to engage in closed loop collaboration(s) with stakeholders?

Engage 2 customers about a closed loop collaboration by 2022

### TARGETS

Do you have specific targets to reduce (optimise) business-to-business packaging?

50% of all business to business packaging optimised by 2022

### 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)

##### 3. Advanced

**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 encourages active consumer engagement.

#### Criteria 1.4 INDUSTRY LEADERSHIP (recommended)

##### 3. Advanced

**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) Being involved in multiple programs or initiatives to improve packaging sustainability through collaboration and industry leadership.

## COMMITMENTS

### 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.

### 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)

#### 5. Beyond best practice

**Your organisation is committed to:** Incorporating or optimising recycled and/or renewable content in all products.

### Criteria 2.4 POST-CONSUMER RECOVERY (core)

#### 5. Beyond best practice

**Your organisation is committed to:** Having all 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)

#### 4. Leading

**Your organisation is committed to:** Evaluating and optimising more than 50% of product-packaging systems using Life Cycle Assessment (LCA) or similar.

### COMMITMENTS

#### Criteria 3.1 BUSINESS-TO-BUSINESS PACKAGING (core)

##### 2. Good progress

**Your organisation is committed to:** Reducing consumption of single use business-to-business (B2B) packaging by up to 20% or optimising up to 20% of B2B packaging for efficiency and reuse.

#### Criteria 3.2 ON-SITE WASTE DIVERSION (recommended)

##### 5. Beyond best practice

**Your organisation is committed to:** Investigating opportunities to divert 100% of solid waste generated at facilities (factories, warehouses, offices, retail stores etc.) from landfill and that it is recovered through systems that achieve the highest potential environmental value.

#### Criteria 3.3 SUPPLY CHAIN INFLUENCE (recommended)

##### 5. Beyond best practice

**Your organisation is committed to engaging its supply chain about packaging sustainability by:** (1) Communicating goals and guidelines. (2) Providing support to suppliers to improve their understanding of goals and strategies. (3) Collaborating with key suppliers to share knowledge. (4) Having processes to evaluate risks and opportunities for influence. (5) Having business processes to monitor supplier compliance.

### SIGN OFF

Doug Parkinson

CEO

Thursday, 7 May 2020

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