ROADMAP TO 2025 >



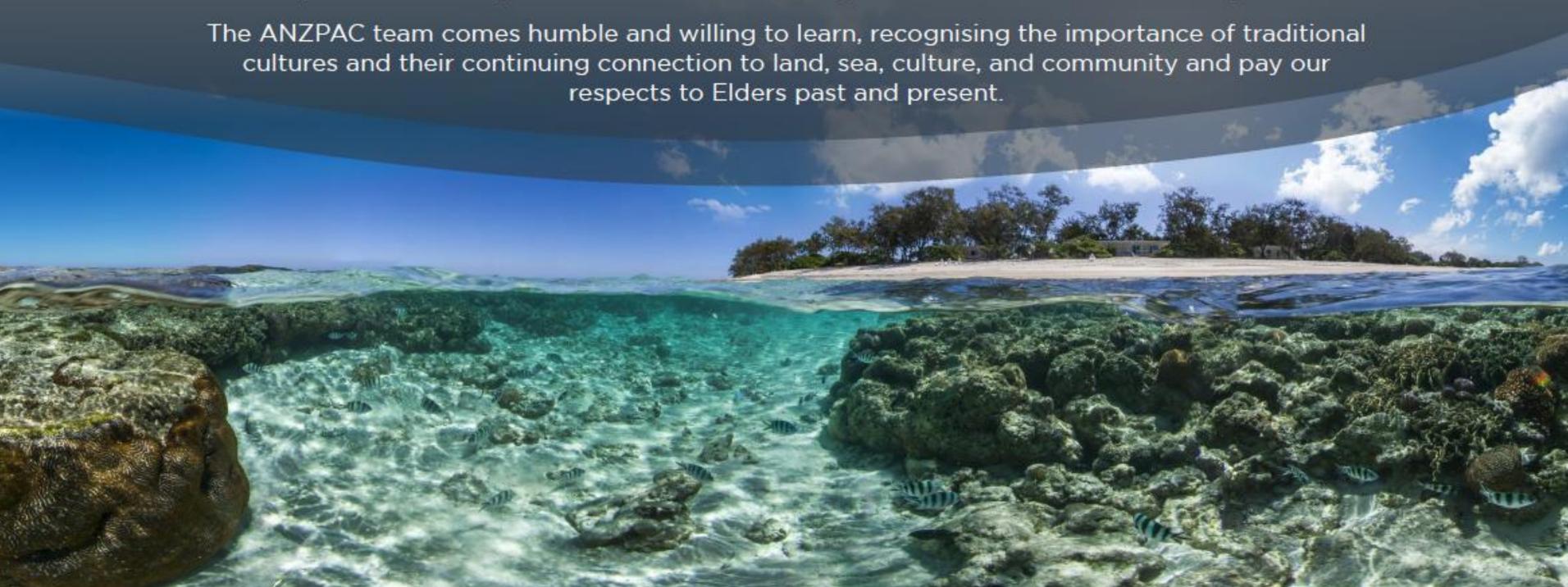




Acknowledgement

The ANZPAC Plastics Pact acknowledges the opportunity for meaningful engagement with all Traditional Owners, Custodians and Peoples across the Oceania region. This includes Aboriginal, Torres Strait Islanders, Mãori and the many Pacific Island indigenous peoples that shape the island community. We recognise the importance of authentic, genuine partnerships and the unique opportunity ANZPAC presents to connect these knowledge systems to create a new plastics economy for the Oceania region.

ANZPAC is at the very early stages of working to create partnerships that represent traditional knowledge systems, including Te Ao Mãori and other indigenous views from across the region.



AGENDA

Tips for today's session:

- 1. Use headphones/earphones for clarity of sound.
- Mute your microphone (bottom left hand corner of Zoom).
- 3. Input your full name (under participants, next to your user click 'rename').
- 4. Use the Chat function for your questions for group discussion.

- Introduction
- Ellen MacArthur Foundation
- The ANZPAC Roadmap to 2025
- Why it's important
- Panel Discussion
- Q&A





ANZPAC Plastics Pact

BUILDING A CIRCULAR ECONOMY FOR PLASTICS, WHERE IT NEVER BECOMES

WASTE OR POLLUTION

ANZPAC Targets



Aligned with the other Plastics Pacts, the ANZPAC Plastics Pact will work towards four ambitious, time-bound targets



Eliminate unnecessary and problematic plastic packaging through redesign, innovation and alternative (reuse) delivery models



100% of plastic packaging to be reusable, recyclable or compostable packaging by 2025



Increase plastic packaging collected and effectively recycled by at least 25% for each geography within the ANZPAC region



Average of 25% recycled content in plastic packaging across the region















































Colgate







♥ TACCA

bcsd australia













































































































A collective effort

Special thanks to the ANZPAC Members























The ANZPAC Regional Plastics Targets & the road to 2025



Brooke Donnelly CEO APCO



The ANZPAC Regional Plastics Targets & the road to 2025



Garance Boullenger
Plastic Initiative Team
Ellen MacArthur Foundation

From the Ellen MacArthur Foundation



Garance Boullenger, Plastics Initiative Team





The ANZPAC Roadmap to 2025

Where are we heading?

- Why do we need the ANZPAC Roadmap?
- How was the Roadmap developed?
- What did we learn?
- Activating and taking action

Why do we need the ANZPAC Roadmap?

ANZPAC
PLASTICS
PACT

- A comprehensive cross-regional roadmap
- A framework to accelerate a circular economy for plastic in the region
- An outline of roles and responsibilities for delivering regional solutions











How did we get here?

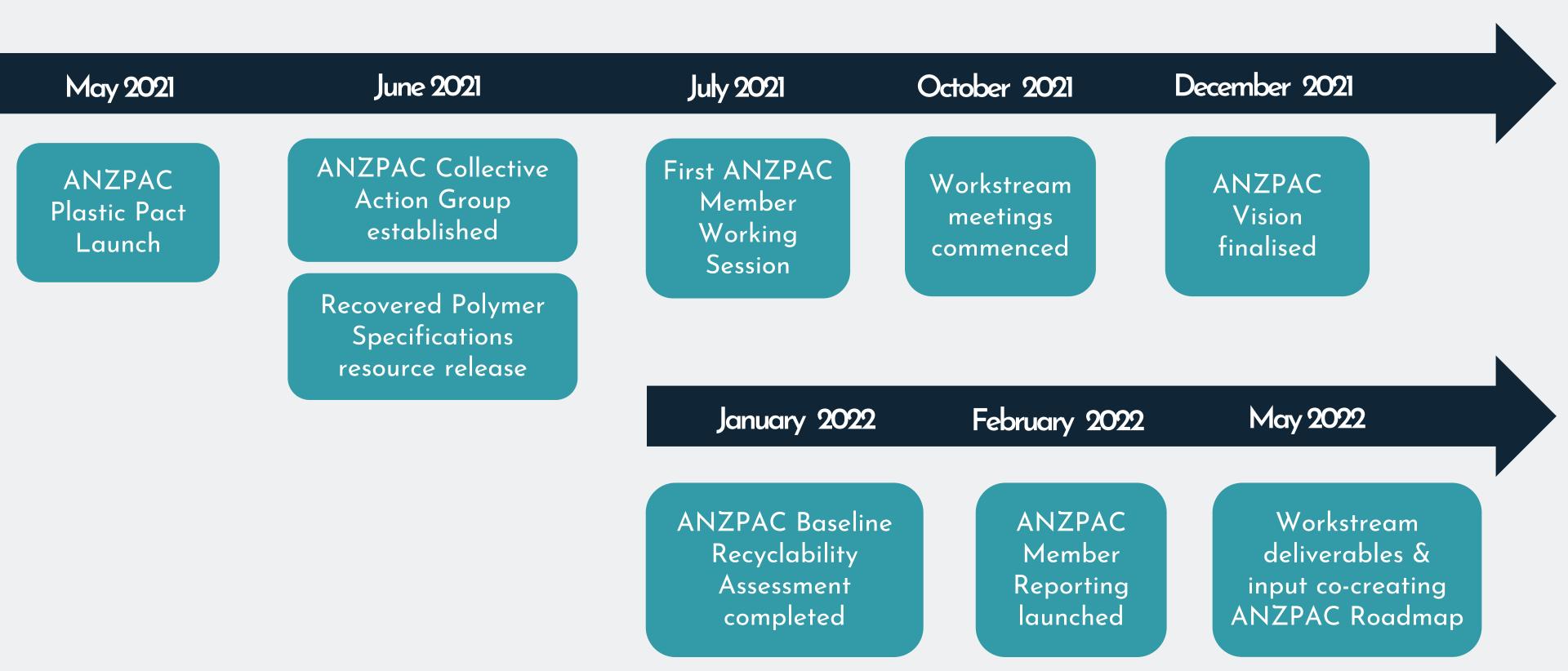
- Co-created ANZPAC Vision
- Strategic and Tactical Change
- Benchmarking for measurement of impact
- Global Plastic Pact alignment with and mutually reinforcing activities
- ANZPAC Collective Action Group
- Member contributions from across the region

Our Vision

"ANZPAC envisions a connected and resilient region that delivers circular plastics economy through robust collaboration with benefits for communities, economies, and natural ecosystems."

How far we have come...





EMF Principles of Circularity



- Reduce (Eliminate)
- Reuse (Innovate)
- Recover (Circulate)
- Collaboration

Eliminate:

Eliminate all problematic and unnecessary plastic items

Circulate:

Circulate all plastic packaging, keeping it in the economy and out of the environment

Innovate:

Innovate to ensure that the plastics we do need are reusable, recyclable, or compostable

Collective Impact Model





Common agenda:

- a. Vision for the Region
- b. Four globally aligned targets

Shared measurement:

Annual Member Reporting, program Progress Reporting and the ANZPAC Regional Recyclability Assessment

Mutually reinforcing activities:

Synergies created by aligning individual Members and broader stakeholder activities

Continuous communication:

building trust and confidence through transparency and a shared language with clear definitions

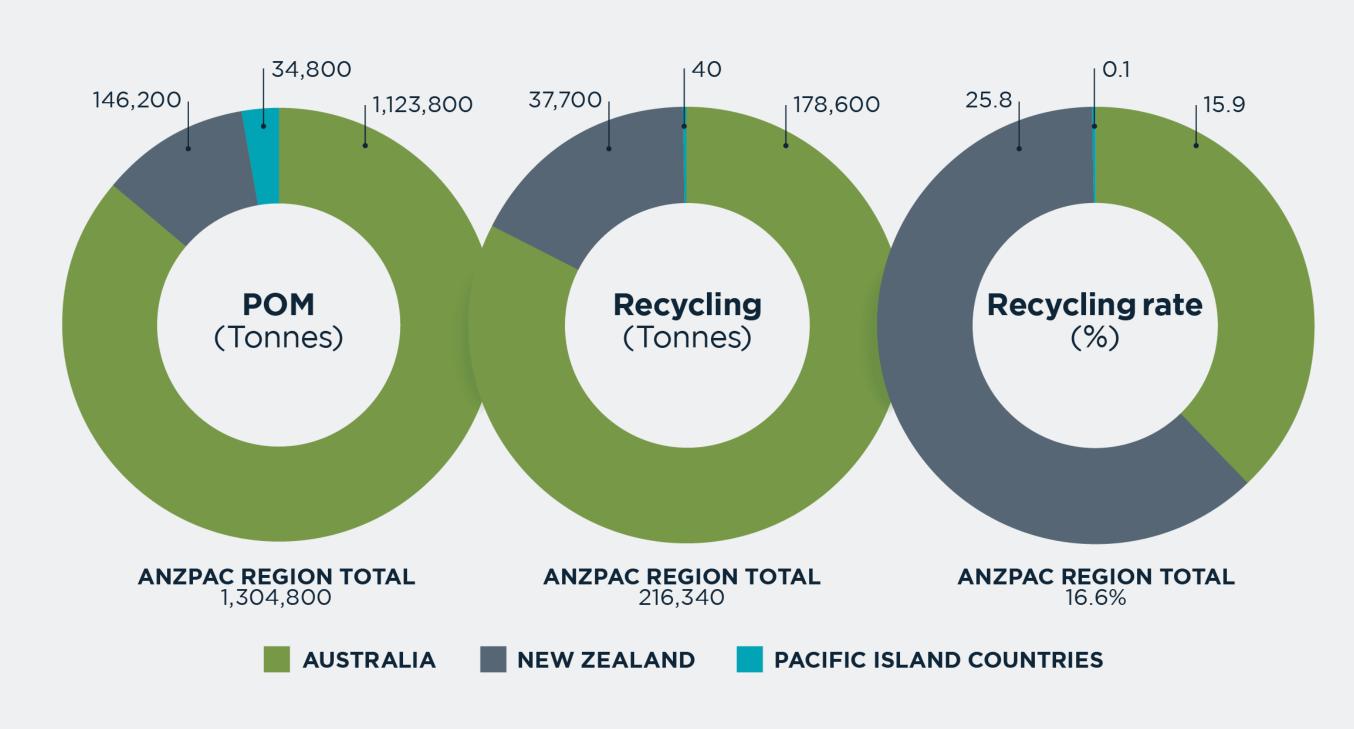
Backbone organisation:

dedicated staff with the skills and resources to support ANZPAC's program of work



What we have learned

In 2020, an estimated
1.3 million tonnes of
'common plastic
packaging' were placed
on the market in the
ANZPAC Region, with
only 16.6% of this
effectively recovered



Key barriers to circular economy?



Cultural

Gaps in knowledge & capacity



Limited data to inform regional decision making & lack of quality waste and recycling data

Market

Lack of scale in non-capital city areas & limited economic viability of circular economy business models

Regulatory

Lack of coherent & harmonised policies, standards, & regulations across the region

Technological

Lack of proven technologies & collection pathways, infrastructure, sorting & recycling solutions

\$\frac{1}{2}

Geographical

the ANZPAC region is challenged by geographic remoteness & import dependencies

Global Impact



ANZPAC joins 1,000+ organisations united behind the Ellen MacArthur Foundation's Plastics Pact network.



UK (The UK Plastics Pact)
US (U.S. Plastics Pact)
France (Pacte National sur les emballages plastiques)
Netherlands (The Plastics Pact NL)

Portugal (Pacto Português para os Plásticos)

Chile (Circula El Plástico)

South Africa (The South African Plastics Pact)

Canada (Canada Plastics Pact)

Poland (Polski Pakt Plastokowy)

Europe (The European Plastics Pact)

Kenya (The Kenya Plastics Pact (KPP))



ANZPAC (The Australia, New Zealand & Pacific Islands Plastics Pact)



Not a one size fits all solution

Geographic Archetype 1	Geographies with low volumes of mismanaged packaging waste and established waste management systems
Characteristics	Established recycling systems producing high-quality recyclate; established EPR or product stewardship schemes; limited informal waste systems
Proxy geography	Capital cities in Australia and New Zealand
Geographic Archetype 2	Geographies with low-medium volumes of mismanaged packaging waste, and less established waste management systems
Characteristics	Recycling systems are limited in scale or have a considerable loss of material quality; emerging, limited, or voluntary EPR, some informal waste systems
Proxy geography	Regional Australia; Regional New Zealand
Geographic Archetype 3	Geographies with medium-high volumes of mis/unmanaged packaging waste and limited/no waste management systems
Characteristics	Limited systems; No/limited EPR; the presence of an informal waste sector
Proxy geography	Pacific Island Countries; Remote and regional areas in Australia and New Zealand

Understanding the region's differences & similarities across supply chains, geographies, & communities will allow us to amplify impact & support circular systems operating across variable scales.

This in turn strengthens regional coordination & creates new opportunities to achieve greater change.

Embedding change





EARLY CHANGES

How the collective impact framework contributes to systems and population changes

Early changes
are the changes
to the
environment that
lay the
foundations

SYSTEMCHANGES

are changes to core institutions within the ANZPAC region, including local governments, businesses, non-profits, community-based organisations

POPULATION CHANGES

Population changes are those in the target population, which may be specific people within specific systems or geographic areas

Facilitating & delivering action



TARGET 1:

Eliminate unnecessary and problematic plastic packaging through redesign, innovation, and alternative (reuse) delivery models.

- **1.** Unnecessary and problematic plastic packaging eliminated.
- **2.** Members actively collaborate to accelerate redesign and innovation options to eliminate problematic and unnecessary plastics.
- **3.** The entire plastics supply chain is accountable and committed to eliminating problematic and unnecessary plastics.
- **4.** Government policies in the region support elimination, innovation, reuse, and redesign.
- **5.** Individuals, organisations, and communities are informed and active in reducing unnecessary and problematic plastic packaging.

TARGET 2:

100% of plastic packaging will be reusable, recyclable, or compostable by 2025.

- **1.** Members embed globally aligned ANZPAC Circular Design Principles & Guidelines into strategy and business operations.
- 2. Packaging recovery improves across the region by redesigning and adopting on-pack labelling.
- **3.** Members actively collaborate to accelerate design for circularity and infrastructures for reuse, recycling, and composting.
- **4.** Government policies in the region support innovation in design, reuse, recyclability, and composting.
- **5.** Individuals, organisations, and communities are informed and active in reusing, recycling, and composting packaging.

TARGET 3:

Increase plastic packaging collected and effectively recycled by 25% for each geography within the ANZPAC region.

- **1.** Improved data provides greater transparency and informs strategy.
- 2. Material recovery opportunities are increased in the region through improvements in the collection, sorting, reprocessing, and end markets.
- **3.** Members actively collaborate to accelerate change for improved collection and effective recycling.
- **4.** Government policies in the region increase packaging collection and recovery.
- **5.** Individuals, organisations, and communities are informed and active in recycling and composting packaging.

TARGET 4:

Average of 25% recycled content in plastic packaging across the region.

- **1.** Improved data provides greater transparency and informs strategy.
- **2.** Members increase their use of recycled content in packaging wherever feasible.
- **3.** Members actively collaborate across the supply chain to accelerate the increased value and use of recycled content.
- **4.** Government policies in the region support and incentivise increased recycled content in packaging.
- **5.** Individuals, organisations, and communities are informed and active in purchasing packaging with recycled content.



TARGET 1	RESPONSIBILITY Lead (L) Co-Lead (C) Support (S)											TIMEL	ELINE			
Eliminate problemat	unnecessary and ic plastic packaging n, innovation, and alternative (reuse)	ANZPAC Le Organisatio	ACAG	Plastics Pa	Brand Owners Retailers	Governments	Industry Association:	NGO, Community	Packaging Manufacture	Research & Academia	Waste Managem & Recyclers	End 2022	End 2023	End 2024	End 2025	
OUTCOMES	CORE ACTIVITIES	ad)n		2	80	ts	ls.	nity	er	_ Xa	ment s					
Unnecessary and problematic plastic packaging eliminated	#1 Drive a strong freduction agenda' across the Define criteria for unnear geographic archetyp [Evidence-based] t eliminate packag innovate upstrea Members will: Preview product p Members will: Define criteria for unnear geographic archetyp [Evidence-based] t eliminate packag innovate upstrea Members will: Define criteria for unnear geographic archetyp [Evidence-based] telepost innovation (across the segment product packaging innovation) Members will: Define criteria for unnear geographic archetyp (across the segment packaging innovation) Cutcomes & ion Cutcomes & ion Dematic plastic packaging in flexible plastics, e.g., design in all new product in a plastics in all new product in a plastics. Separation or innovation (across the segment packaging in necessary plastic packaging in flexible plastics, e.g., design in all new product in all new product in a plastics. Separation or innovation (across the segment packaging in necessary plastic packaging in flexible plastics, e.g., design in all new product in a plastics. Separation or innovation (across the segment packaging in necessary plastic packaging in flexible plastics, e.g., design in all new product in a plastics. Separation or innovation (across the segment packaging in necessary plastic packaging in flexible plastics packaging in flexible plastics, e.g., design in flexible plastics, e.g., de	s	L =	E Le	ad	the we	ou acti nee	iviti	es			Pr	Vho roje ime	cte	d	
Members actively collaborate to accelerate redesign and	 #2 Activate Members through Workstreams to promote knowledge sharing, capacity building and cooperation Develop an agreed list of packaging materials to be eliminated (voluntarily or through bans) on a format-by-format basis 	s	L	s	s	s	s		S	L	L	•				
innovation options to eliminate problematic and unnecessary plastics.	 Collaborate to eliminate unnecessary and problematic plastic packaging (across geographic archetypes) in the region to: identify the knowledge, technology, and infrastructure gaps, and explore potential solutions, e.g., through supply chain or academic/research collaborations 	L	s											•		



TARGET 1	RESPONSIBILITY Lead (L) Co-Lead (C) Support (S)											TIMELINE				
Eliminate problemat through redesig delivery models	unnecessary and ric plastic packaging and innovation, and alternative (reuse)	ANZPAC Lead Organisation	ACAG	Plastics Pact Network	Brand Owners & Retailers	Governments	Industry Associations	NGO, Community	Packaging Manufacturer	Research & Academia	Waste Managemer	End 2022	End 2023	End 2025 End 2024		
Unnecessary and problematic plastic packaging eliminated	#1 Drive a strong 'reduction agenda' across the region • Define criteria for unnecessary and problematic plastic packaging for elimination across geographic archetypes in the region and identify priority items for elimination or innovation [Evidence-based] to: • eliminate packaging not serving an essential function, and • innovate upstream when packaging serves an essential function	L	L	s	L	s	s	s	С	С	nt o	•				
	Members will: review product portfolios for identified unnecessary and problematic plastic packaging	s		s	L				L			•				
	 Members will: design strategies to eliminate all identified problematic and unnecessary plastic packaging placed on market across the region with a particular focus on flexible plastics, e.g., design out problematic or multi-layer materials, improve material choices integrate strategies into corporate plans including for locally manufactured and import/export ranges embed a critical assessment of the need for flexible packaging in all new product development processes, and aim to eliminate where possible identify opportunities for innovation, particularly for flexible plastics consider the sustainability of fibre sources and compatibility with recycling and composting systems if substituting with paper-based packaging 	w	S	S	L					р	rioı	rity	it	ı list ems		
Members actively collaborate to accelerate redesign and	#2 Activate Members through Workstreams to promote knowledge sharing, capacity building and cooperation - Develop an agreed list of packaging materials to be eliminated (voluntarily or through bans) on a format-by-format basis	S	L	s	S	s	s		S					tion		
redesign and innovation options to eliminate problematic and unnecessary plastics.	 Collaborate to eliminate unnecessary and problematic plastic packaging (across geographic archetypes) in the region to: identify the knowledge, technology, and infrastructure gaps, and explore potential solutions, e.g., through supply chain or academic/research collaborations 	L	s													



TARCET 6					RESPONSIBILITY Lead (L) Co-Lead (C) Support (S)											
TARGET 2 100% of p recyclable,	lastic packaging will be reusable, , or compostable by 2025. CORE ACTIVITIES	ANZPAC Lead Organisation	ACAG	Plastics Pact Network	Brand Owners & Retailers	Governments	Industry Associations	NGO, Community	Packaging Manufacturer	Research & Academia	Waste Management & Recyclers	End 2022	End 2023	End 2025		
	#1 Drive a strong 'reduction agenda' across the region • Define ANZPAC Circular Design Principles & Guidelines to: • leverage existing circular design resources, i.e., Golden Design Rules (Consumer Goods Forum), SPGs (Sustainable Packaging Guidelines), EMF and CEFLEX design principles and guidelines	L	С	s	L	s	s	s	С	С	С	•				
Members embed globally aligned ANZPAC Circular Design Principles & Guidelines into strategy and business operations.	Members will design and procure plastic packaging that is reusable, recyclable or compostable review all packaging against the agreed ANZPAC design principles adopt CEFLEX or the highest recommended standards for recyclable flexible plastics in each country and integrate these into new product development and procurement processes design all flexible packaging to meet these standards, including by eliminating or reducing non-polymer content and meeting minimum thresholds for polyolefin content design all rigid plastics to Quick-start guidelines (APCO resource) or best practices for each country integrate circular design principles into corporate and sustainable packaging strategies and promote the business value (internally and externally)	S	s		L		S			aç	gen	do	uction da and guidelines			
	 Share ANZPAC Circular Design Principles & Guidelines with: identified Plastics Pacts with the highest export markets to the region, and global brands, packaging design manufacturers, packaging design and marketing community influencers, e.g., associations, academia, training 	L		L	L			s								
Packaging recovery improves across the region by redesigning and adopting on- pack labelling.	#2 Expand on-pack labelling for recovery across the region - Members will adopt recognised labels where appropriate - Drive awareness, understanding and behaviour change of citizens and organisations through packaging labelling	L			L	S	S	s	L	S	S	•	•	•		



TARGET 3		Lead														
	astic packaging collected and recycled by 25% for each geography	ANZPAC Le Organisation	ACAG	Plastics Pa Network	Brand Owners Retailers	Governments	Industry Associations	NGO, Community	Packaging Manufacture	Waste Managen & Recyclers Research & Academia	End 2022	End 2023	End 2024	End 2025		
OUTCOMES	CORE ACTIVITIES	ad				k k	rs &	ıts	าร	ınity	er	wment S		•		
Members actively collaborate to accelerate change for improved collection and effective recycling.	 #3 Activate Members through Workstreams to accelerate transformation with knowledge sharing, capacity building and technical cooperation Collaborate to increase the collection and recycling of plastic packaging across geographic archetypes: use ANZPAC's Recyclability Assessment and Member consultation to identify specific materials or formats that could be targeted for voluntary product stewardship initiatives in the region develop collaborative projects to recover targeted materials or formats 	L	S		L		S	S	c	Each a Wo	ctio	ons	in			
Government policies in the region increase packaging collection and recovery.	 #4 Identify opportunities, advocate, and partner for a supportive policy landscape across the region that Promote policies that facilitate increased plastic packaging collected and effectively recycled in each geography, e.g., through CDS, EPR Provide economic support for improved collection, sorting, and reprocessing infrastructures, e.g., through grants, tax incentives Remove barriers to recycling and improve economic incentives for collection and recycling 	S		С	L	L	L	S		policy	/ c	alig nd	nn	nent		
Individuals, organisations, and communities are informed and active in recycling and composting packaging.	 #5 Deploy relevant education and communication campaigns across geographic archetypes Share educational resources between ANZPAC Members and key stakeholders Drive changed individual and organisational behaviours in source separating plastic packaging for improved recovery Align messaging across governments, the packaging value chain, and NGOs 	S	С	S	L	S	L	L	S	s s		•	•	•		



	Lead (L)										RESPONSIBILITY) Co-Lead (C) Support (S)								
	25% recycled content ging across the region.	ANZPAC Lead Organisation	ACAG	Plastics Pact Network	Brand Owners Retailers	Governments	Industry Associations	NGO, Communit	Packaging Manufacture	Research & Academia	Waste Managerr & Recyclers	End 2022	End 2023	End 2024	End 2025				
OUTCOMES	CORE ACTIVITIES	0			œ	Vi	1	⋰			1e								
Government policies in the region support and incentivise increased recycled content in packaging.	 #4 Identify opportunities, advocate, and partner for a supportive policy landscape across the region Integrate standards for recycled content in procurement by industry and governments across the region Promote policies that facilitate achieving an average of 25% recycled content, e.g., through mandated PCR targets Remove barriers and improve the economics of using recycled content, e.g., through tax incentives 	S	С	С		/	The t	_	_		ata		•	•	•				
Individuals, organisations, and communities are informed and active in purchasing packaging with recycled content.	 #5 Deploy relevant education and communication campaigns across geographic archetypes Share educational resources between ANZPAC Members Educate and drive changed organisational behaviours to use more recycled content in packaging and individuals to buy products made with recycled content Align messaging across governments, the packaging value chain, and NGOs 	L	С		S		to inform decisions						•	•	•				









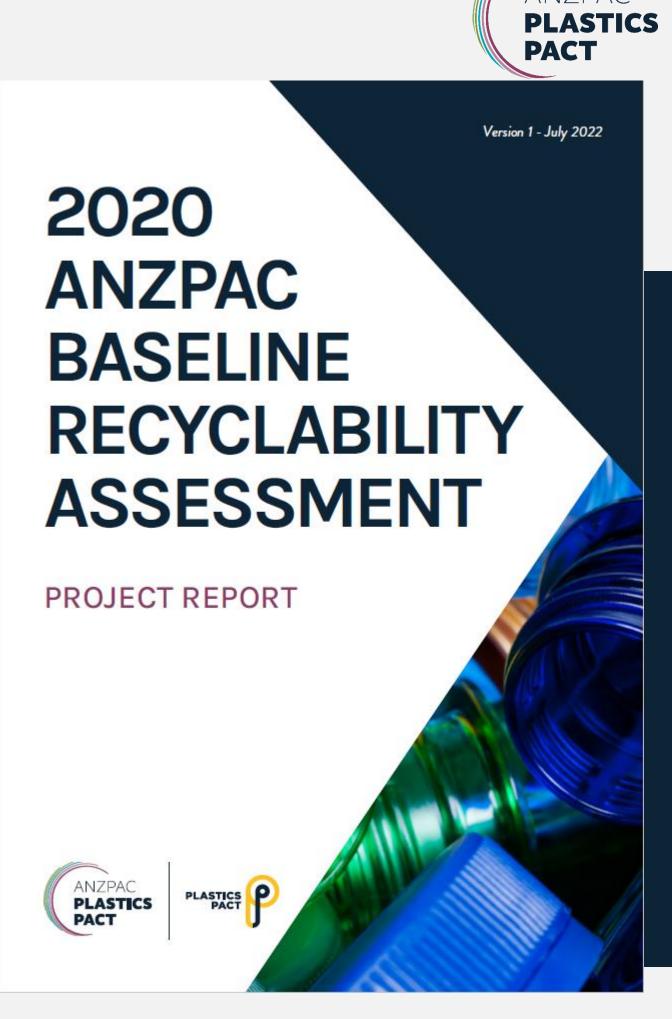


Measuring Impact



ANZPAC demonstrates progress toward the ANZPAC 2025 Targets through systematic monitoring and reporting.

Recyclability Assessment ANZPAC Member Reporting ANZPAC Progress Report



Looking into the future...

PLASTICS PACT



Soft **Plastics**

Trial

Impact

Report

Collection

ANZPAC ANZPAC Design Guidelines

July 2022 Roadmap Launch

> Delivery of Kickstart **Projects**

Plastic Packaging Business Case & Messaging House Resource

Profiling Reuse models in the

ANZPAC

Region

Phase II

Recyclability

Assessment

Panel





Dr Christina Shaw
CEO
The Vanuatu
Environmental Science Society
(PIC)



Bryan McKay
Packaging Manger
Woolworths and Countdown
(AU/NZ)



Dr Florian Graichen General Manager Forests to Biobased Products Scion (NZ)



Alfred Ralifo
Senior Policy and Government
Affairs Manager
WWF-Pacific

Next Steps





Be part of the solution - Join ANZPAC



Get involved in the ANZPAC Workstreams



Follow us and keep updated on ANZPAC activities



Thank you

- www.anzpacplasticspact.org.au
- anzpac@apco.org.au

