



Plastic Free July

Messaging & Resource Toolkit

Introduction

APCO is committed to developing a better approach to plastic packaging in Australia. We recognise that plastic packaging plays an important role in reducing food waste, managing hazardous goods and protecting life-saving medicine. However, plastic packaging is primarily made from finite resources and the way we manage it at end-of-life has poor environmental outcomes on land and in our oceans - which must be remedied.

To celebrate the 10th anniversary of Plastic Free July, APCO has developed the following toolkit to showcase some of the positive action being taken on the plastics issue. Its purpose is to provide insights, messaging and examples to help others share the information further and **take action** in their own community.

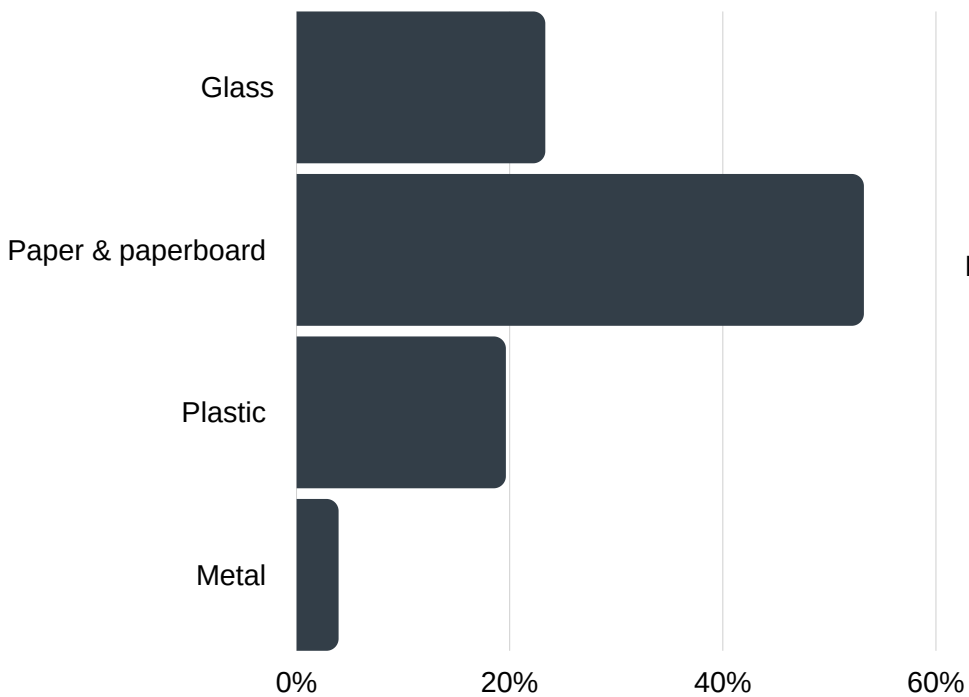


What is Plastic Free July?

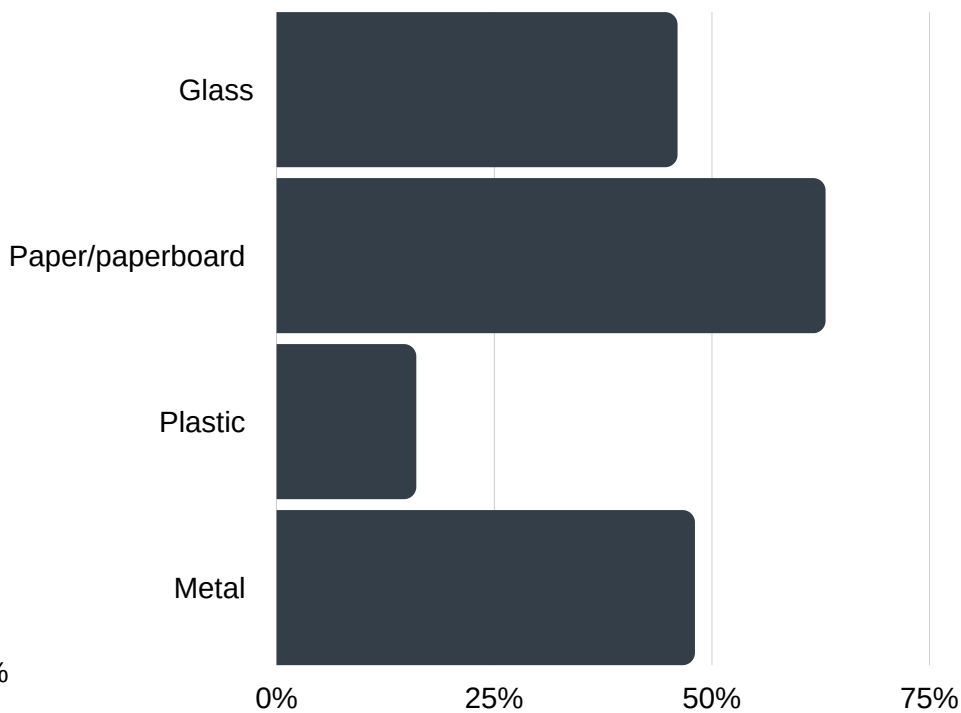
Plastic Free July is a global movement that helps millions of people be part of the solution to plastic pollution – so we can have cleaner streets, beautiful communities and healthy oceans.

Plastic Free July provides resources and ideas to help millions of people around the world reduce single-use plastic waste every day at home, work and school. To find out more visit:

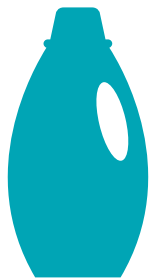
www.plasticfreejuly.org.



Packaging on market in 2018-19 (by material)



Recovery rate of packaging on market in 2018-19 (by material)



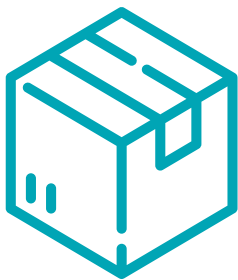
60%

The amount of plastic packaging in the total plastic waste stream



19.6%

The volume of plastic packaging in the total packaging stream.



5.45 m

The number of tonnes of total packaging placed on the Australian market in 2017-18



16%

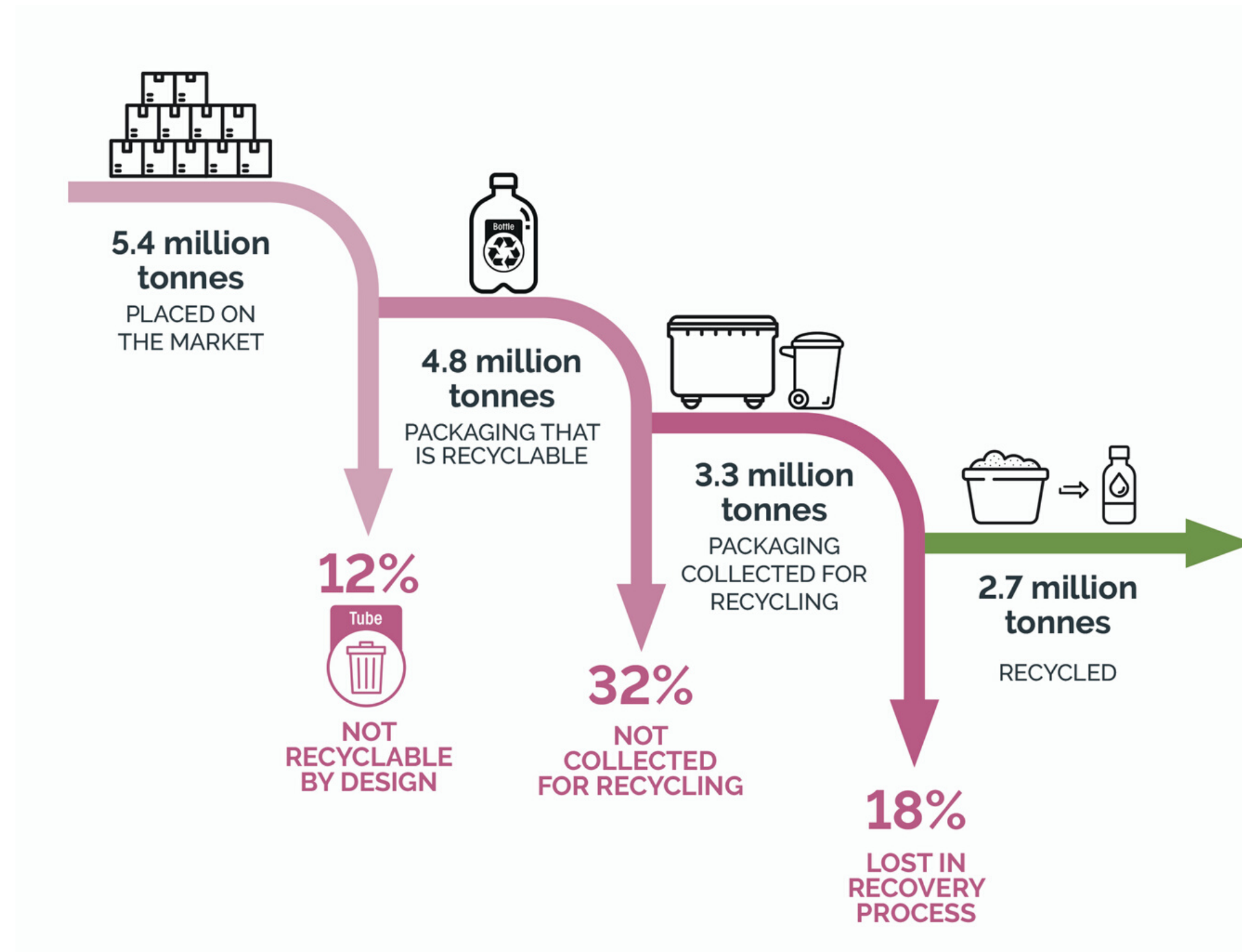
The amount of plastic packaging successfully recovered in 2017-18

APCO has identified three major issues in the Australian waste and recycling system that are leading to a failure to maximise the recovery of packaging – including plastic.

These include:

- The way it is designed
- The way it is collected
- The way it is processed for recovery.

APCO is addressing these three issues in its work to deliver the 2025 National Packaging Targets. Read more about it on page 15.





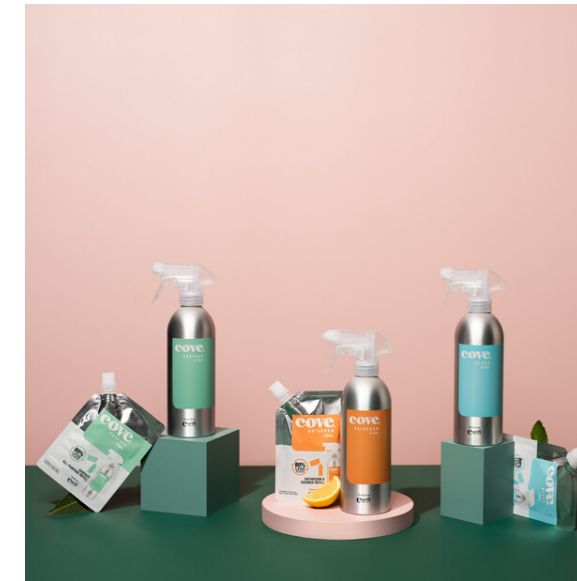
Leadership on **plastic** from the APCO community



Responsible Cafés

Responsible Cafés is an innovative and fast-growing program that's actively engaging cafes, councils and the community to improve sustainability. The program features 5,000 cafes and has saved approximately 174 million single-use coffee cups from entering landfill.

To tackle the challenges presented by COVID-19 and hygiene concerns around reusable coffee cups, Responsible Cafés has developed a new contactless solution that allows reusable cups to be used safely. [Download the guide](#) on how to serve a safe contactless pour.



Cove - by Natures Organics

In June 2020, Natures Organics launched Cove, a reusable, refillable cleaning range designed to inspire people to make sustainable choices by adding value to packaging.

Cove's range of surface, bathroom and glass cleaners come in aluminium bottles which can be refilled and reused, and refill pouches which use 80% less plastic compared to a standard bottle, and is fully recyclable through REDcycle. The pouches also carry the Australasian Recycling Label, making it simple for consumers to dispose of packaging correctly. To learn more about the reusable packaging range visit the [Cove website](#).



CHEP Australia

CHEP's entire business model is based on the concept of 'Share and Reuse'. It supplies logistical equipment, including pallets, crates and containers as a service to help brand owners and fresh produce businesses move goods through the supply chain. After use, CHEP collects and repairs or reconditions the equipment making them available for multiple reuses.

CHEP describes itself as the 'invisible backbone' of the global supply chain and in this role collaborates with businesses across a range of industries to develop more sustainable supply chains. Globally CHEP is on track to meet its commitment of zero product waste to landfill including plastic products by 2020. In 2019, CHEP Australia won the Sustainable Packaging Excellence category at the annual APCO Awards in recognition of its dedication to collaboration. [Learn more about CHEP Australia.](#)



Loop

Loop is a global circular shopping platform designed to eliminate single-use and disposability by transforming products and their packaging into durable, multi-use designs. Available in the United States and France, Loop will expand into the United Kingdom, Canada, Germany, and Japan during 2020.

Woolworths became the first retailer to commit to bringing Loop to Australia. From mid-2021, Australian shoppers will be able to purchase products in reusable containers that, when finished, will be cleaned and refilled by Loop, ready to be used again. Loop was developed by TerraCycle, the innovative recycling company best known for working with the world's biggest FMCG's to recycle hard-to-recycle items such as diapers, beauty products and coffee capsules. [Read more about Loop here.](#)



REDcycle

The REDcycle Program is a recovery initiative for post-consumer soft plastic making it easy for Australians to recycle their soft plastic packaging via collection bins at Woolworths and Coles. REDcycle collects and processes the plastic, before delivering it to the group's Australian manufacturing partners Replas, Close the Loop, and Plastic Forests. The plastic is then transformed into a range of recycled products, including indoor and outdoor furniture, bollards, signage, and asphalt.

Since the program launched it has collected over 1 billion pieces of plastic or enough pieces of post-consumer soft plastic packaging to circle the world over 6.5 times. [Learn more about REDcycle.](#)



Plastic Police®

Plastic Police® is an innovative recycling and engagement program tackling the environmental issue of soft plastic waste. Based in the Hunter Central Coast, Plastic Police® collaborates with businesses, councils and infrastructure projects to capture and divert soft plastics from landfill.

Soft plastics are recycled into a range of products, including asphalt and furniture, which are purchased by participants to 'close the loop' on what is collected. Plastic Police®'s focus goes beyond simply recycling; it's a circular economy solution that is educating, engaging and inspiring communities to rethink, better manage and ultimately reduce soft plastic waste and buy recycled. [Learn more about Plastic Police](#)

[Have you taken the Soft Plastics Recycling Challenge?](#)





Unilever

In 2020, Unilever launched its recycled (and recyclable) plastic range, as part of its less, better and no plastic framework. Available nationwide, the new range represents a major step forward in valuing plastic as a commodity that stays in the economy and out of nature.

To celebrate the launch, Unilever has partnered with Coles on the new 'Step Up' campaign, helping to raise \$76k in five weeks for Clean Up Australia. Find out more about [Unilever's sustainability initiatives here](#).



Colgate-Palmolive

In 2020, Colgate-Palmolive adopted Wellman Packaging's 100% recycled PET packaging across several household products, including Palmolive Dishwashing Liquid and Ajax Spray n' Wipe.

Using recycled PET in packaging brings a range of technical and cost challenges, so the move demonstrates commitment by Colgate-Palmolive to push through barriers to deliver excellent long-term environmental outcomes. [Find out more.](#)



THE ICONIC

In May 2020, leading online retailer THE ICONIC launched its new delivery satchel range. Made from 100% recycled plastic and fully recyclable via REDcycle bins, the new satchels are certified under the GECA's Recycled Products Standard.

To achieve a 100% recycled content, the retailer updated its traditional black design to a new white aesthetic. In doing so it became the first major ANZ retailer to make the move to 100% recycled satchels, moving away from virgin materials and creating a valuable end market for recycled plastic. [Find out more about the new range.](#)

[Watch a webinar on recycled content.](#)



Plastic Free Communities.

The Boomerang Alliance Plastic Free Places program was launched in 2017 to support communities seeking to eliminate single-use plastics. Focused initially on cafes, restaurants and food service providers, the program helps businesses to transition away from six of the key single-use plastic items that regularly appear at the top of national litter indices.

Debuting in Noosa, the program provides hands-on support and resources ranging from advice on alternative materials and step-by-step transition guides, to signage. Over 400 cafes and food outlets have joined the program to date, helping to avoid approximately 5,183,795 single-use plastic items.

Plastic Free Places has since expanded to Byron Bay (NSW), Perth and Victoria Park (WA), Cairns and Townsville (QLD), a number of precincts in Adelaide (SA) and smaller projects including Elsternwick and Mornington.

Plastic Free Places also offers practical guidance for food businesses on moving to takeaway packaging models and safely using reusable packaging. [Find out more here.](#)



New APCO Project: Strategies for Problematic and Unnecessary Single-Use Plastic Packaging.

The Phase out of Problematic and Unnecessary Single-Use Plastic Packaging is one of the four 2025 National Packaging Targets. In FY21, APCO will deliver a new project to progress this work. 'Strategies for Problematic and Unnecessary, Single-Use Plastic Packaging' will provide an action plan to phase out four priority plastic materials:

- Expanded polystyrene (EPS)
- Food and beverage service containers
- EPS packaging fill
- Fragmentable plastics and light weight bags.

The project will also feature research into other materials that are under phase out consideration – including PVC, PS, additives such as titanium dioxide and carbon black, and multi-material laminate plastics.

In December 2019, APCO released a paper outlining the key areas for consideration for businesses wanting to get started on phasing out single-use packaging. The paper featured a summary of relevant regulation, key definitions, a self-assessment framework and priority items for consideration. It was also the first action completed under the 2019 National Waste Action Plan.

[Download 'Single-Use, Problematic and Unnecessary Plastic Packaging'](#)



Take 3 For The Sea.

Take 3 For The Sea is an environmental charity formed on the premise that if everyone takes 3 pieces of rubbish when they leave the beach or a waterway, we can make a difference.

Take 3 delivers education programs in schools, surf clubs and communities around Australia to raise awareness of plastic pollution and explore simple actions to prevent it. To date they have educated over 370,000 students from 450+ schools. Their international #Take3fortheSea campaign has removed over 30 million pieces of rubbish from the environment, and has inspired grassroots community action in 129 countries.

[Find out more about Take 3 For The Sea here.](#)





Photo credit: www.opcleansweep.org.au

Operation Clean Sweep®

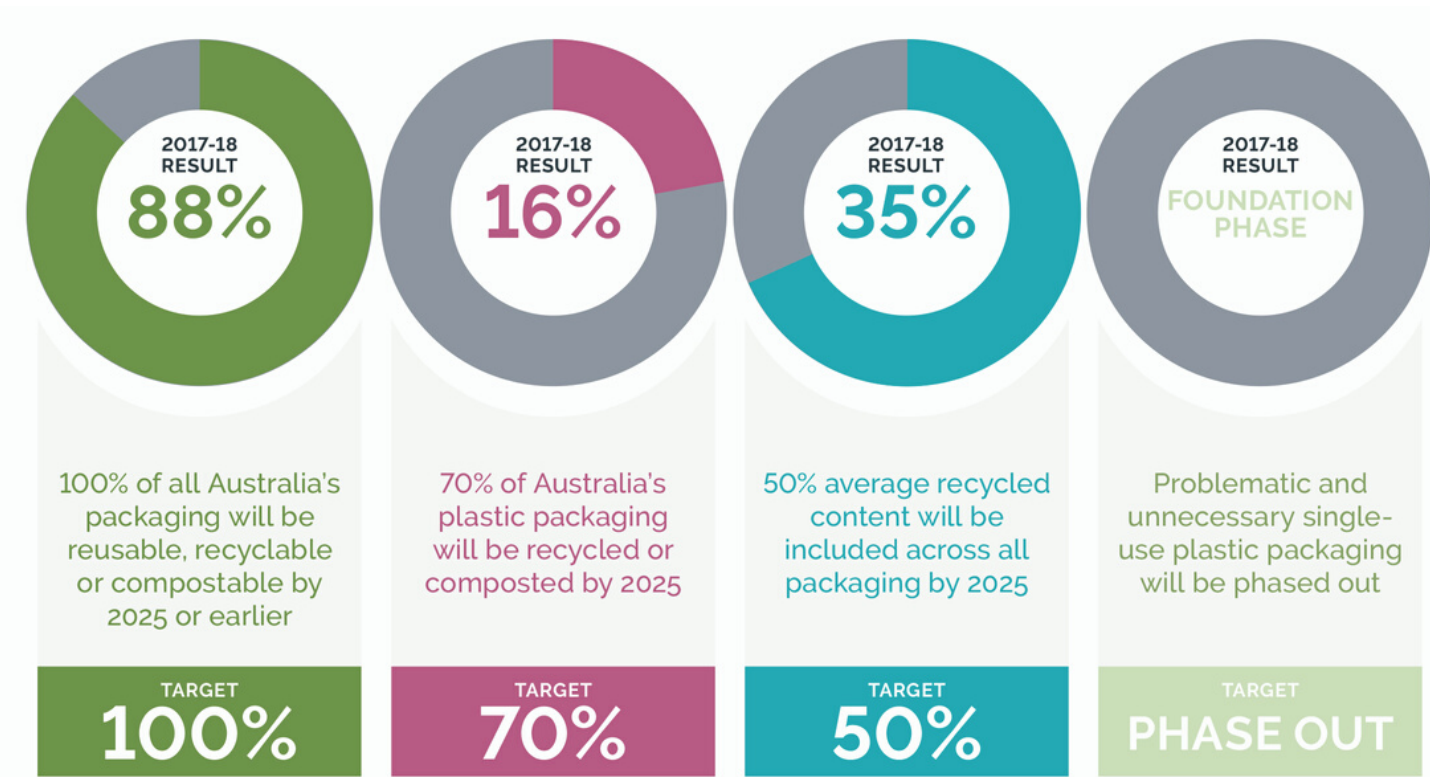
Operation Clean Sweep® an international program designed to prevent the loss of plastic granules (pellets, flakes and powders) during handling by the various entities in the plastics value chain and their release into the environment. Launched across Victoria in 2015, the program has entered the next phase with commitments by Chemistry Australia and Plastic Stewardship Australia at the National Plastics Summit to strengthen the program's national uptake.

Operation Clean Sweep® will also deliver an exciting collaboration with the ReefClean program, and has recently started a consultation and engagement process with plastic industry members who are based along the Great Barrier Reef catchment.

For more information email info@opcleansweep.org.au

Delivering the 2025 National Packaging Targets.

APCO is working with industry and government to deliver the 2025 National Packaging Targets.

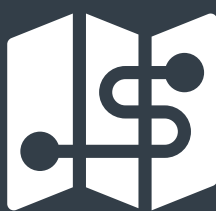


Including several FY21 Priority Projects targetting plastic...



Reuse pilot

Facilitate collaborative pilot projects to implement reuse in targeted supply chains.



Reuse roadmap

Build an evidence-based business case and strategy for packaging reuse models. Map and quantify current flows of reusable packaging, research alternative models and identify priority opportunities.



Strategies for soft plastics recycling

Research and trials to reduce waste and increase recycling of soft plastic packaging.



Approaches for non-recyclable packaging

Research the 12% of packaging that is not currently recyclable and develop action plans to resolve barriers for each material and supply chain

[Watch a webinar about the Projects](#)



[Download Our Packaging Future to learn more](#)



[Watch the webinar launch of Our Packaging Future](#)



The Australasian Recycling Label Program.

In 2018, APCO partnered with Planet Ark and PREP Design to launch the Australasian Recycling Label, an on-pack labelling scheme that helps consumers understand how to recycle products correctly and assists brand owners to design packaging that is recyclable at end-of-life.

More than 350 organisations have now joined the ARL Program, including Woolworths, Coles, Aldi, Campbell Arnott's, Australia Post, David Jones and Country Road Group, Unilever, Pact Group, Simplot, Fonterra, Goodman Fielder, Officeworks, Spotlight, Nestlé and Blackmores – plus many more.

There are a range of program resources available to help organisations across the supply chain to show their support for the ARL. In 2020 APCO will be launching a new National Consumer Education Campaign - get in touch with [APCO's communications team](#) for more information.



[Download an ARL toolkit](#)



[Watch an ARL webinar](#)



[Hear Nestle's approach to the ARL](#)





Launching ANZPAC.

In 2020 APCO is leading the development of the ANZPAC Plastic Pact, a new program that will work closely with businesses, governments and NGOs from across the plastics value chain in Australia, New Zealand and the Pacific Island nations to build a focused and unified approach to the challenge of plastic waste.

The ANZPAC program is one part of a global network working to deliver a common vision of the circular economy for plastics. It's a community that's united under the Ellen MacArthur Foundation's Global Plastics Pact Network, a proven and effective model being rolled out around the world, in countries including the UK, France, the Netherlands, Chile, South Africa and Portugal.

The APCO team is currently working closely with our partner organisations and stakeholders from across the plastic value chain to develop the program for our market. The finalised program is expected to officially launch to the public in late 2020. Businesses that are interested in participating in the program, [get in touch with the APCO team](#).

[Learn about
other Plastic
Pacts](#)



[Hear representatives from WRAP
UK and EMF discuss ANZPAC](#)



Take Action

Opportunities for businesses...

- Stay informed: Register to the [APCO Unpacked newsletter](#)
- Register for APCO's [Plastic Free July webinar special](#): Building a better approach to plastic with behavioural science
- Download [Our Packaging Future](#)
- Join the [APCO Membership](#) community
- Implement the [Sustainable Packaging Guidelines](#)
- Join the [Australasian Recycling Label Program](#)
- Take part in the [ANZPAC Plastics Pact](#)
- Support one of [APCO's FY21 Priority Projects](#) tackling plastic
- Ask your industry association and your suppliers what they are doing to address plastics
- Encourage government to purchase recycled content items
- Download a [Planet Ark business toolkit](#) and start planning your National Recycling Week campaign.

Take Action

Opportunities for consumers...

- Visit the [Plastic Free July website](#) and take a plastic free pledge
- Look for the [Australasian Recycling Label](#) on products, follow the instructions to recycle correctly and support brands using the label with your purchasing power at the cash register
- Return soft plastics to a Woolworths or Coles REDcycle bin
- Ask your favourite brands what they are doing to reduce plastic
- Support brands using recycled content, and providing packaging that is able to be recycled or reused
- Check out the [Planet Ark](#) website for more information about how to lead a more sustainable lifestyle.

Take Action

Opportunities for governments...

- Stay informed: Register to the [APCO Unpacked newsletter](#)
- Download [Our Packaging Future](#) and share information about the 2025 National Packaging Targets with your wider organisation
- Register for APCO's [Plastic Free July webinar special](#): Building a better approach to plastic with behavioural science
- Support the ARL Program: [Download a toolkit](#) and book a briefing to learn about the new National Consumer Education Campaign
- Find out how to use recycled content in your infrastructure projects
- Support businesses in your area that are signatories to the Australian Packaging Covenant and are taking action on the 2025 Targets
- Provides grants to organisations that use, produce or recycle packaging to support them to reduce packaging waste
- Support one of APCO's [FY21 Priority Projects](#) tackling plastic.