

# The Australasian Recycling Label in New Zealand

**Tuesday 2 November 2021**

**Important tips for today's webinar:**

- Use headphones/earphones for clarity of sound.
- Use the chat box to say hello - enter your full name and organisation.
- Use the Q&A function to submit questions for the group discussion.

Please note: This session will be recorded and made available in the coming weeks



# Today webinar

- New Zealand Government endorses the ARL and the FGC-led work programme – **Shaun Lewis and Nicola White, Ministry for Environment**
- The ARL Program – **Alex Dickie, APCO**
- Food & Grocery Sustainability Committee Purpose & Working Group – **Cameron Scott, KCC and Jennifer Evans, Mondelez**
- Debunking misconceptions – **Jennifer Evans, Mondelez**
- *Audience Q&A*

Facilitated by Katherine Rich



# New Zealand Government Strategy and Legislation review

Shaun Lewis and Nicola  
White

# Te kawe i te haepapa para Taking responsibility for our waste

Consultation on:

- Proposals for a new waste strategy
- Issues and options for new waste legislation

# Proposals for a new long term waste strategy

## Vision:

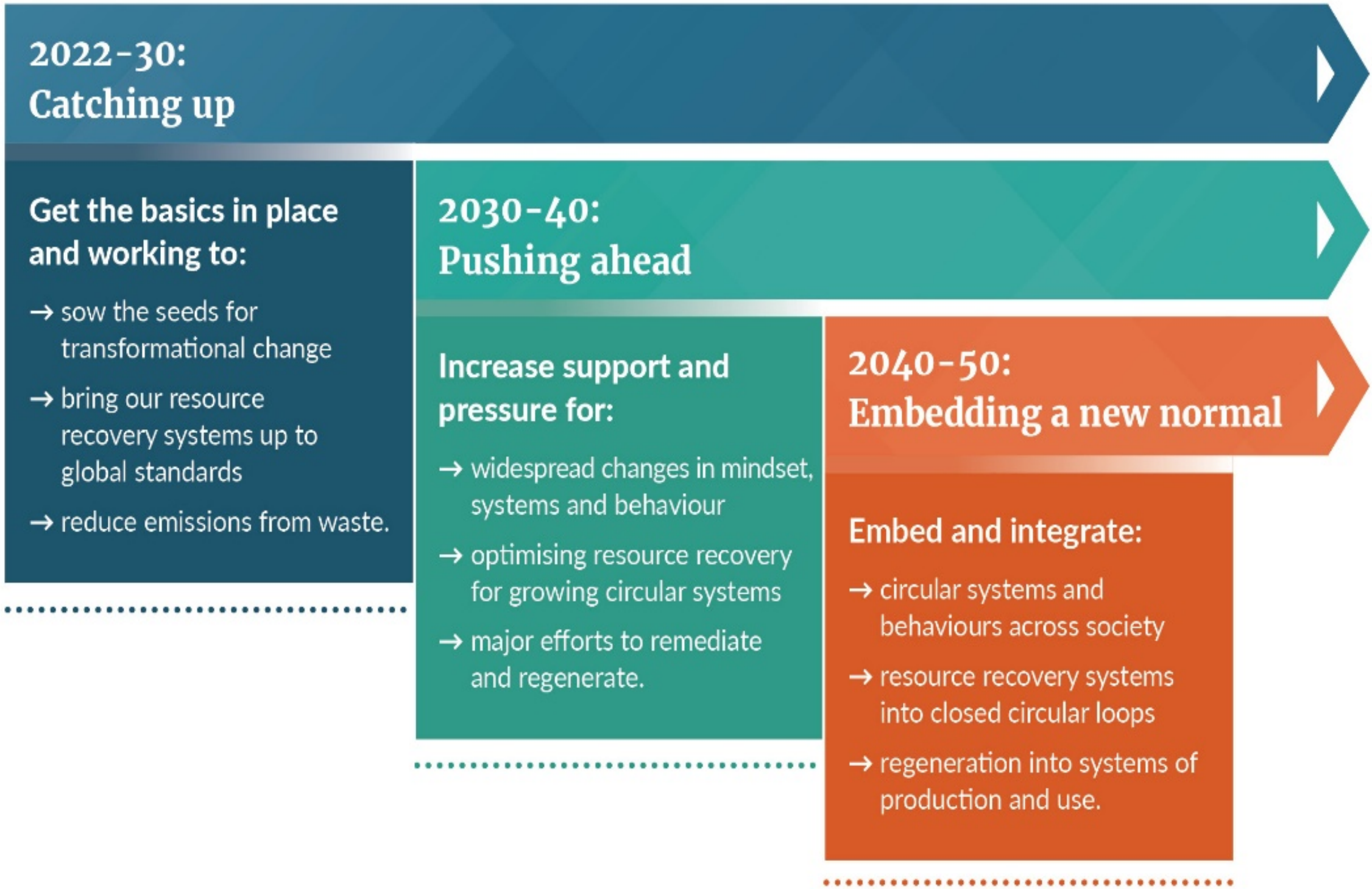
A circular economy for Aotearoa New Zealand in 2050

- We look after the planet's resources with care and responsibility.
- We respect and understand our inseparable connection with the environment.
- A land where nothing is wasted.

## Principles:

1. Design out waste, pollution, emissions and unnecessary use of materials
2. Keep products and materials in use at their highest value
3. Regenerate natural systems, so the environment is healthy for future generations
4. Take responsibility for the past, present and future condition of our natural environment
5. Think in systems, where everything is interconnected
6. Deliver equitable and inclusive outcomes

# Proposed course / te taka mahere



## Targets for 2030

- NZ reduces waste generation by 5-10% per person
- NZ reduces biogenic waste methane emissions by at least 30%
- NZ reduces litter by 60%
- The public sector reduces waste generation by 30-50%
- Businesses reduce waste disposal by 30-50%
- Households reduce waste disposal by 60-70%

A circular economy for Aotearoa New Zealand in 2050



# Stage 1: Proposed priorities and headline actions

Now to 2030

1. Complete the foundations for transformational change

- Strategic planning framework, data, evaluation and reporting systems all up and running
- New legislation passed and implemented; new investment systems operating for levy funds
- Strong collaborative relationships with partners developing

2. Stimulate innovation and redesign for long term change

- Invest in projects and programmes
- Build network of innovators; Encourage and sponsor change
- Create market opportunities (signal expectations, future changes) and consumer demand

3. Establish long term information and education programmes

- Create a consistent brand, style, 'voice'
- Collaborate with others, especially established NGOs
- Support new initiatives with linked material

4. Get resource recovery and recycling systems working well

- Simplify material streams using regulatory tools, manufacturing changes, labelling standards
- Improve collection systems nationally; invest in equipment, infrastructure
- Invest in regional, community, iwi initiatives

5. Reduce emissions from organic waste

- Reduce generation of food and green waste, construction and demolition waste, paper, cardboard
- Divert more from landfill: separate collection and processing systems, research
- Improve and extend landfill gas capture

6. Understand scale of past environmental damage and approaches to remediation

- Engage with communities and research to assess scope, scale and identify most urgent sites
- Work with all parties to tackle the most urgent
- Invest in research and infrastructure for better approaches to remediation

# Proposing a new comprehensive Act

1. Create clear and coherent governance and funding arrangements across central and local government
  - Purpose, principles
  - Roles and responsibilities across government
  - Collection, governance and use of levy funds
2. Regulate how we manage and dispose of waste
  - Duties of care as basis of obligations across sector and society
  - Licensing operators and facilities across waste sector
  - National standards
  - Reframing litter obligations
  - Covering hazardous waste?
3. Enhance powers to regulate products and materials, eg:
  - Improving system for more and better product stewardship schemes
  - Enhanced phase-out powers, bans to landfill
  - Labelling
  - Greater import/export controls?
  - Producer duties/consumer rights – rights to repair?
4. Strengthen compliance, monitoring and enforcement powers



# Next steps

## Public consultation period

15 Oct – 26 Nov 2021

## Early 2022

- MfE analyses all submissions, further work to develop proposals
- Targeted engagement as needed

## Mid 2022

- Cabinet approves final strategy
- Cabinet makes policy decisions for legislative drafting to begin

## 2023

Parliamentary process for the legislation, including select committee submissions and hearings

# The ARL Program

Alex Dickie

**DRIVING BEHAVIOUR CHANGE**

**HOW IT WORKS**

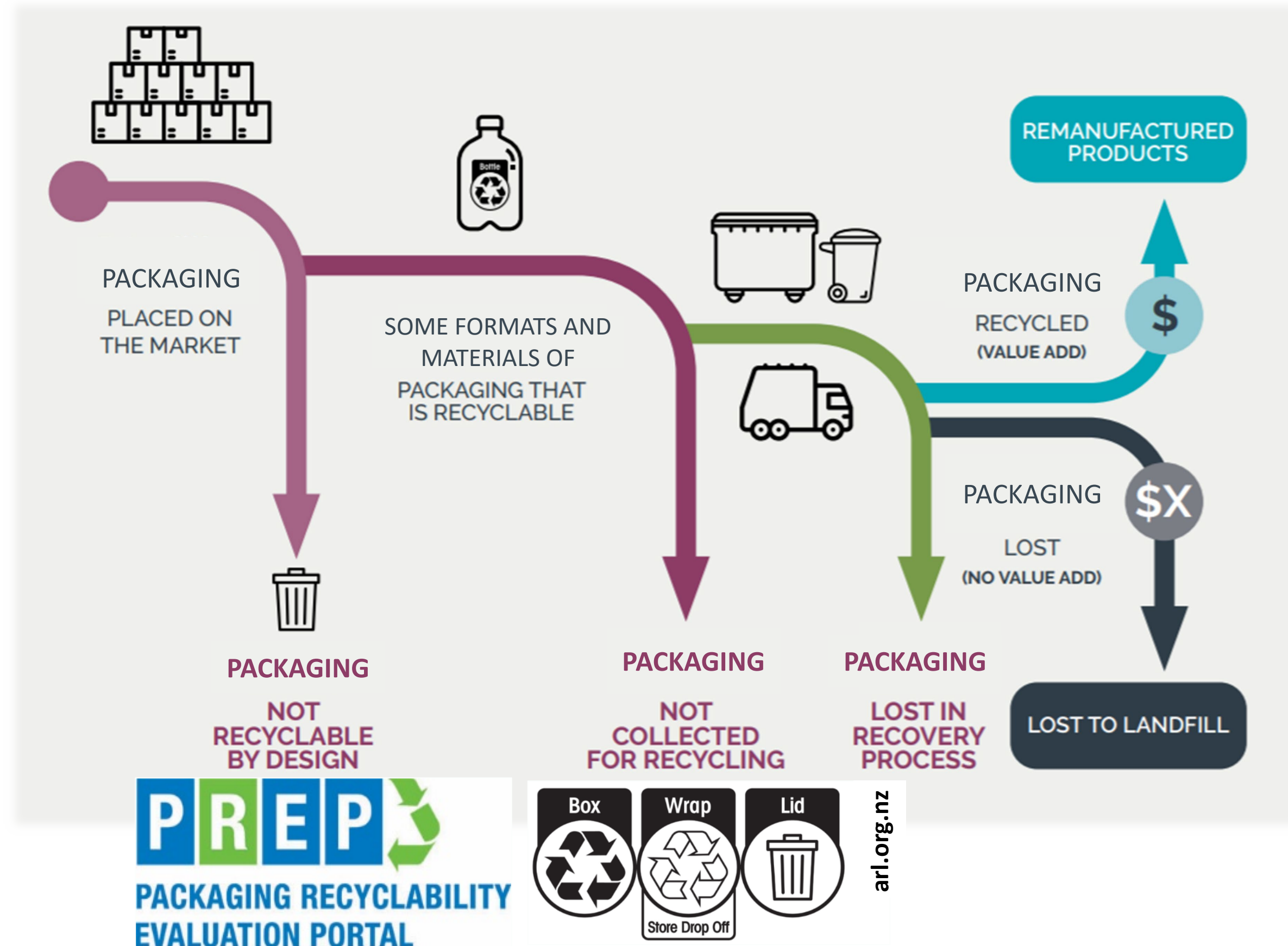
**GETTING INVOLVED**

# The ARL Program

## **DRIVING BEHAVIOUR CHANGE**

In industry and consumers

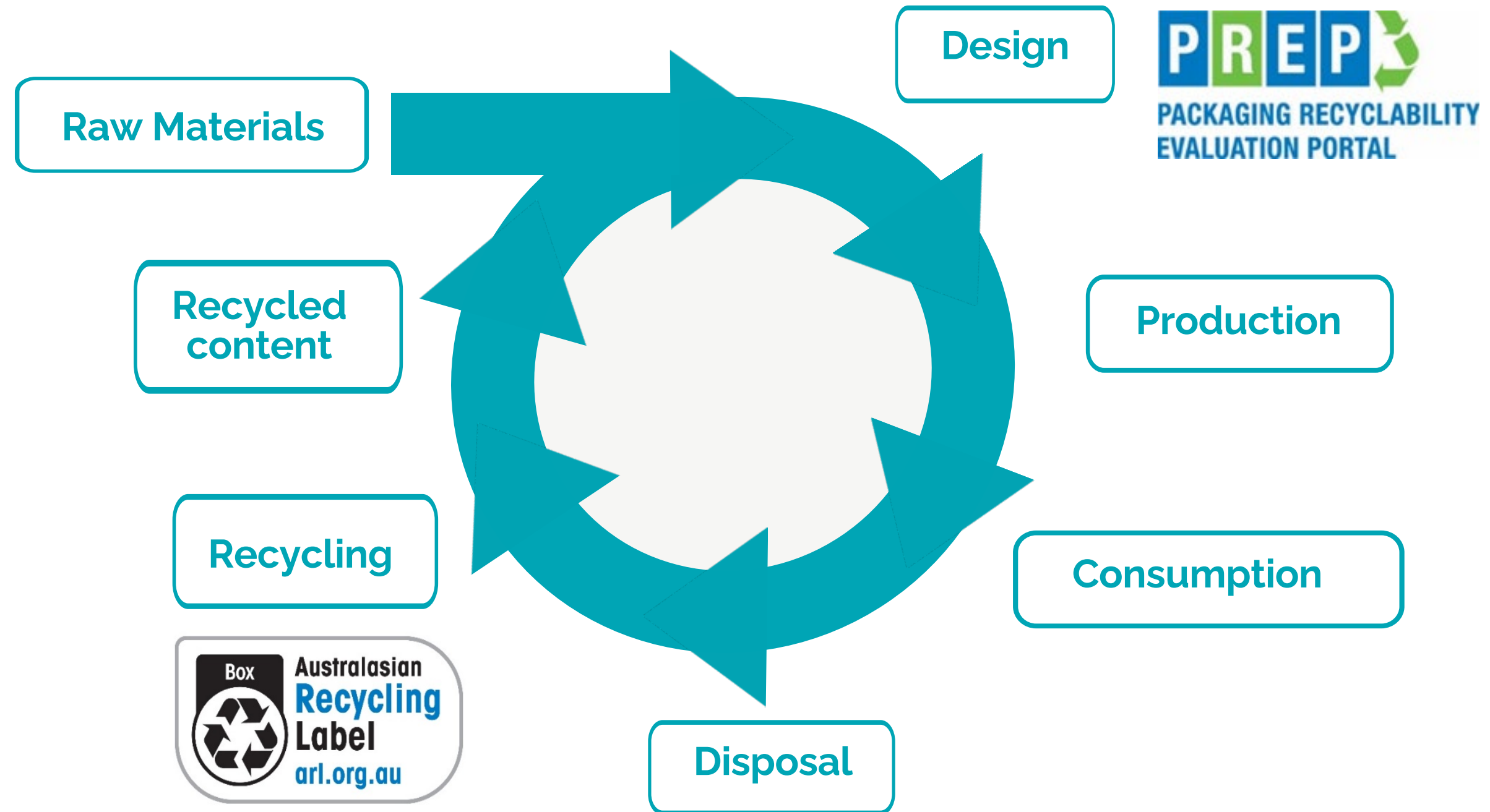
# Driving behaviour change



# Driving behaviour change

For industry:

- Bridging the gap between packaging design and recycling
- Providing the evidence base for consumer packaging recyclability

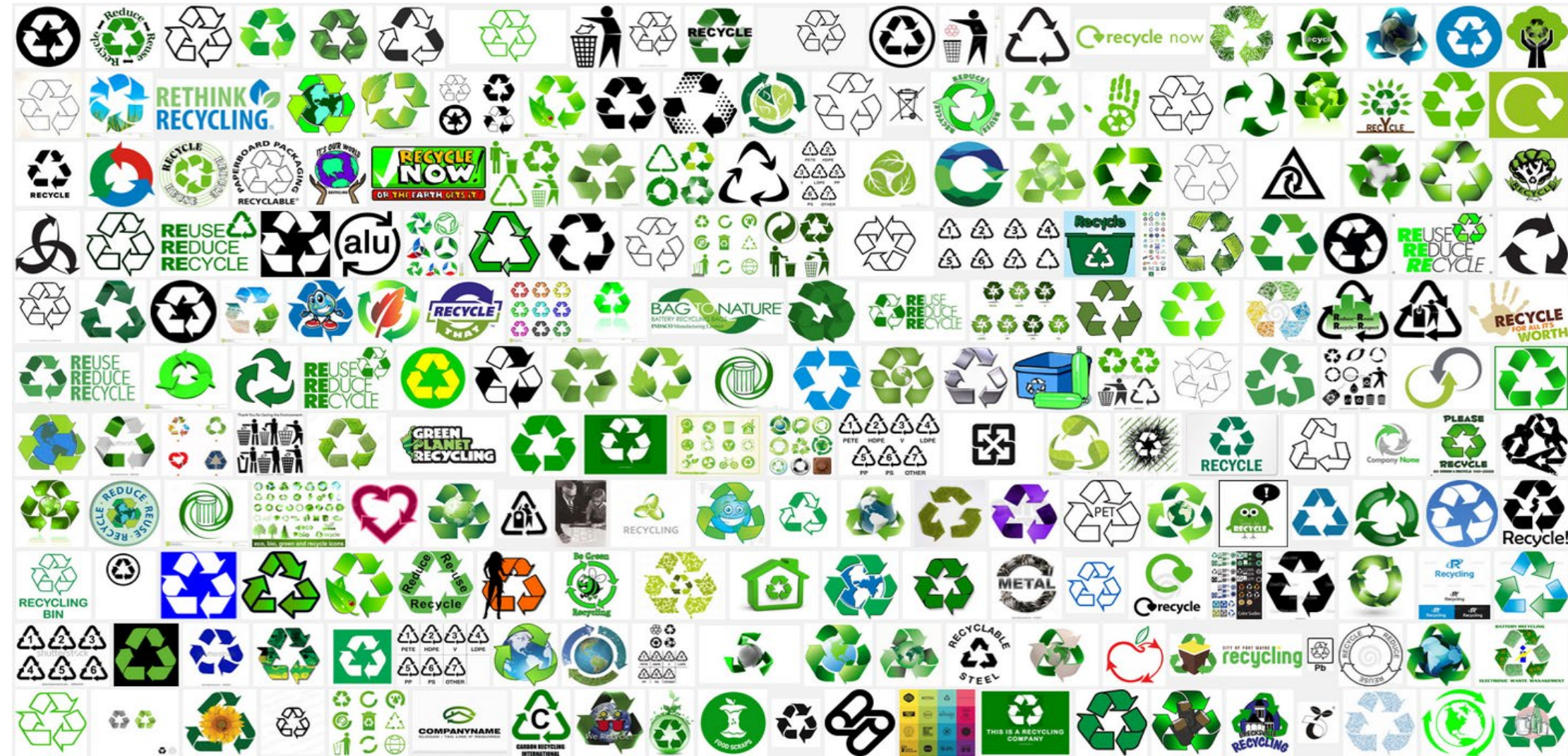




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For consumers:

- Providing clear and consistent on-pack recycling information
- Giving consumers confidence in recycling and that they recycle correctly





# Driving behaviour change

## Insight 1.



Consumers value recycling.

**79%** of New Zealanders agree that regularly recycling is most helpful for the environment

## Insight 2.



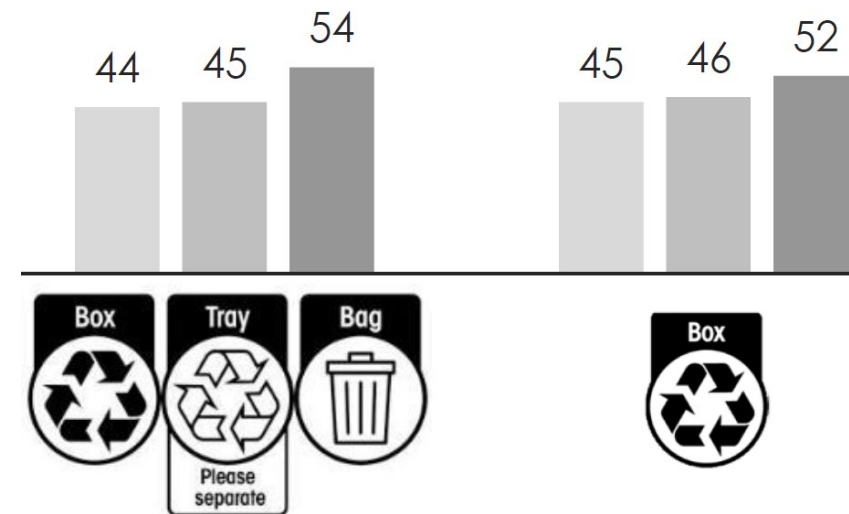
Consumers want information on how to recycle right.

**69%** of New Zealanders want more information about what they can and can't recycle.  
**49%** agree that knowing what to and not to recycle is confusing.

## Insight 3.



Awareness of the ARL Program continues to grow.



## Insight 4.



Consumers value the ARL.

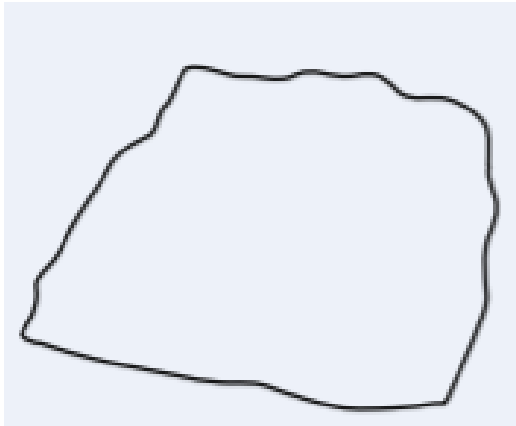
**75%** agree that the ARL is a great idea; **18%** would recycle a lot more if the ARL was on-pack.  
**50%** agree it would make them more likely to buy products if they had these labels.

# Driving behaviour change



Insight 5.

The ARL improves recycling behaviours.



## Soft plastic wrap

Without the ARL

7%

With the ARL

46%



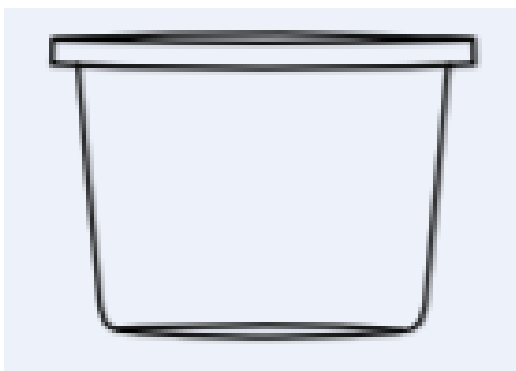
## Aluminium foil lid

Without the ARL

29%

With the ARL

59%



## Plastic tub

Without the ARL

83%

With the ARL

92%

# The ARL Program

## DRIVING BEHAVIOUR CHANGE

1. Closing the loop between design and recycling.
2. Providing consistency and clarity for on-pack recycling messaging.

# The ARL Program

## HOW IT WORKS

PREP and the ARL

# How it works

## The Packaging Recyclability Evaluation Portal:

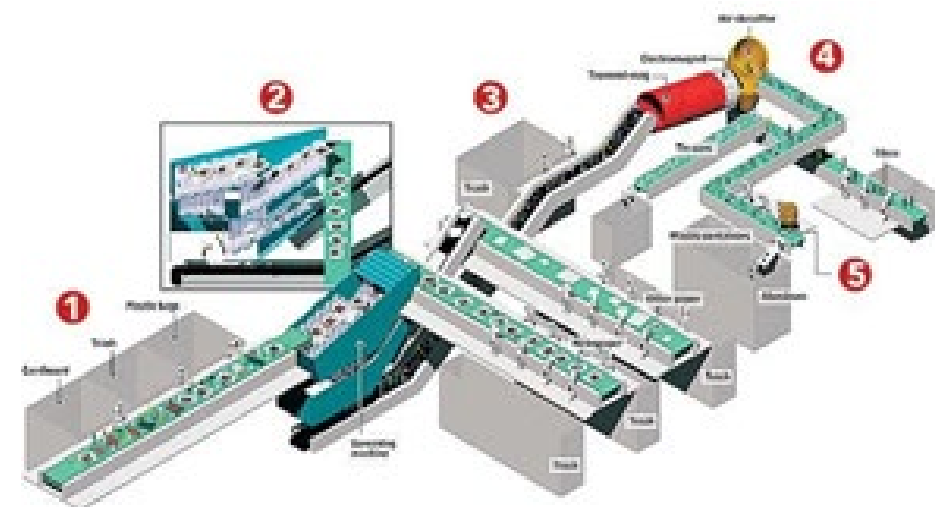
1

Collection



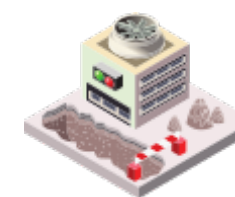
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Technical  
recyclability

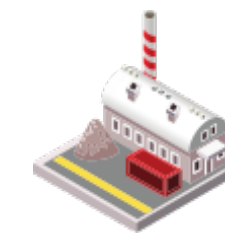


3

Available end markets



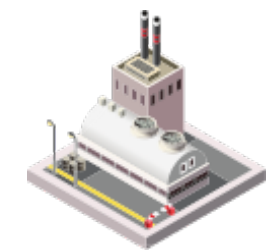
Glass  
Beneficiation



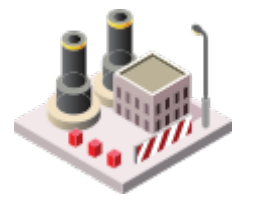
Aluminium  
Smelter



Steel  
Smelter



Paper  
Mill



Plastics  
Processing

# How it works

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## The Packaging Recyclability Evaluation Portal:

**PREP algorithms refer to Parameters (P) and thresholds (T) set by each nation/region**

**For example:**

**P = How small is too small for a plastic item?**

**T = less than 50mm in 3 dimensions**



# How it works

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## The Technical Advisory Committee (TAC)



Responsible for verifying PREP data, ensure all technical and kerbside data is as up to date and verified as possible.



Comprised of experts across the supply chain and government, with New Zealand and Australian representation.



Two subcommittees to focus on Plastics & Paper, Glass and Metal



Alternate monthly TAC and subcommittee meetings

# How it works

## The Australasian Recycling Label:

- Identifies each packaging component
- Removes confusion for consumers
- Reduces contamination in co-mingled recycling
- Enables a cleaner waste stream
- Optimises end markets for packaging

For more information on  
recycling visit [arl.org.nz](http://arl.org.nz)



Exclusive  
to APCO  
Members

# How it works

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## The Marketing Advisory Committee (MAC)



Responsible for the National Consumer Education Campaign for the ARL



Comprised of experts across the supply chain, including all levels of government, with New Zealand and Australian representation.



Inform on-pack consumer instructions and behaviours



Meet every two months



# The ARL Program

## HOW IT WORKS

1. PREP underpins every application of the ARL
2. The ARL Program is informed, adaptable and evolving.

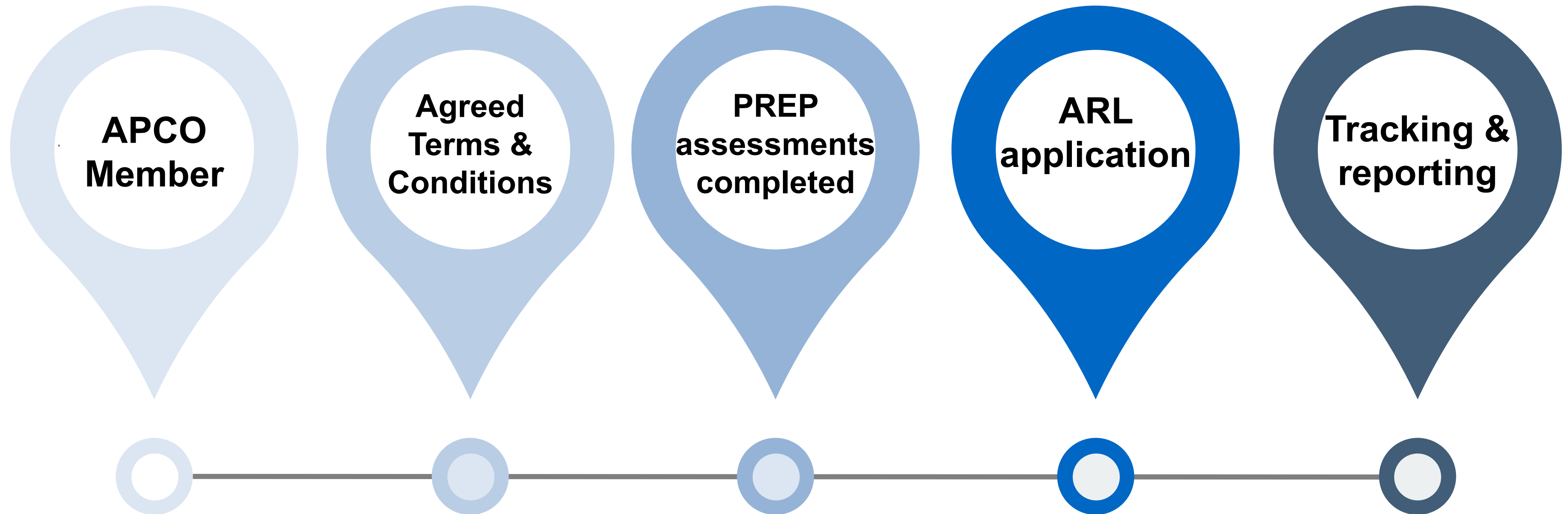
# The ARL Program

## GETTING INVOLVED

APCO Membership and the ARL Program  
steps

# Getting involved

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# Getting involved

## Becoming an APCO member



1. Working with your Australian counterparts to be included as part of an existing **Brand Owner Membership**
2. New Zealand based organisations are able to sign up as an **International Affiliate Member**



ACCESS NETWORKS  
AND RESOURCES



DRIVE  
SUSTAINABILITY

# Getting involved

Resources to support accurate use of PREP and the ARL

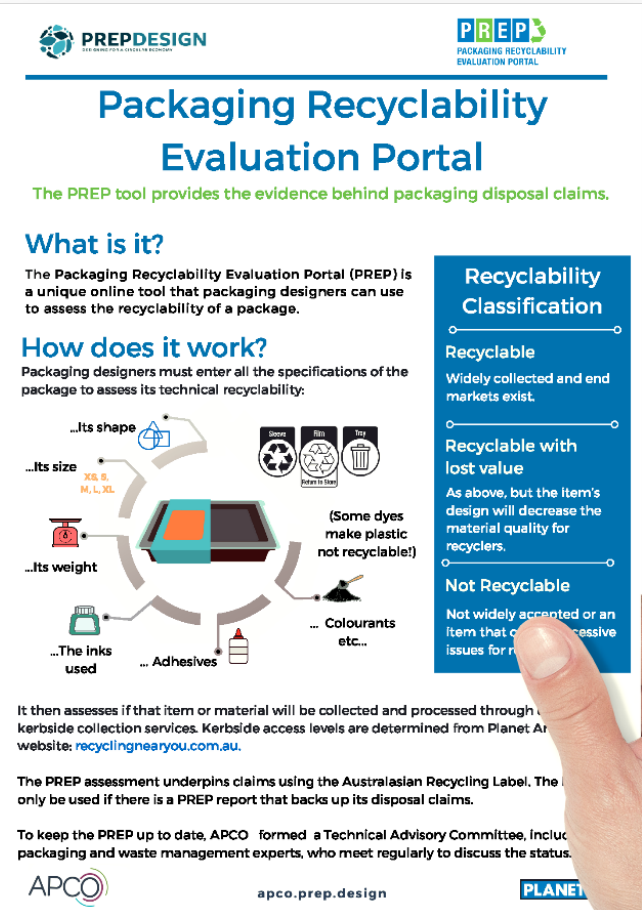


## Introduction to the ARL Program



# Getting involved

Resources to support with communications and marketing



# Getting involved

## Ongoing support:

- Administering access to PREP and the ARL
  - Support for conducting assessments and enquiries
  - Updating and creating resources to support organisations across the ARL Program Journey
  - Compliance of the ARL
- Approving First ARL Designs
  - Managing and tracking the reported number of stock keeping units (SKUs) that carried the ARL annually
  - Managing the ARL Program 3<sup>rd</sup> Party Audits

# The ARL Program

## GETTING INVOLVED

1. Access provided to compliant members
2. Support across the ARL journey



# ARL NZ Working Group Implementation Update

Cameron Scott and Jennifer  
Evans



# A Rapidly Growing Approach to Working Groups within New Zealand

- The FGC will work with APCO to transition from the current working group approach in NZ to integrating within the ARL Program approach
- **Currently:**
  - FCG established a NZ working group to support the ARL Program Implementation in NZ
  - Comprised of 25 Core Members and 7 Secondary Members
- **Moving to:**
  - The Marketing Advisory Committee (MAC) – both NZ and Aus participants from across the supply chain
  - The Technical Advisory Committee (TAC) - both NZ and Aus participants from across the supply chain

# Proposed ARL NZ framework

## A Model that is Fit for Purpose in NZ



Administers the ARL Program  
Tracks industry progress and compliance



**Marketing  
Advisory  
Committee  
(MAC)  
Includes NZ  
members**

Works with APCO to engage industry on the ARL Program

**Technical  
Advisory  
Committee  
(TAC)  
Includes NZ  
members**

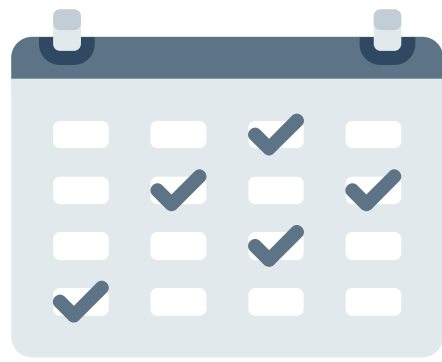


# Key Achievements to Date

- Integration of the current NZ Working Groups into the MAC and TAC Working Groups of the ARL Program
- Beyond FGC: Collaboration across industries and waste/recycling sector
- Agreement and distribution of Terms of Reference
- Recognition of the ARL Program by the Ministry for Environment

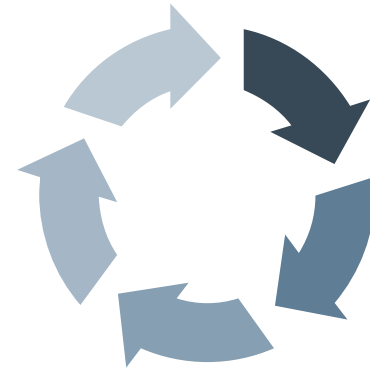


# Our Strategic Plan for Implementation and Adoption



## **3-Year roadmap**

Clearly outlines our  
framework and  
strategy



## **Analysis & Design**

Ensure data is  
accurate and taking  
into account EPR,  
kerbside collection,  
etc



## **Communication Plan**

From stakeholders  
to consumers – the  
communication  
journey

# Myth Busting

## Top 5 Questions around ARL

Jennifer Evans



# Top 5 Questions around the ARL Program

1. Is it cost prohibitive? What are the fees to join?
2. Do I have to join APCO to have ARL on pack?
3. If my organisation is Trans-Tasman and already paying for ARL in AU, do I need to pay again in NZ?
4. Where do the NZ fees go?
5. Is ARL mandatory in New Zealand?



# Questions

- Please add your questions to the Q&A box





# THANK YOU

Contact Us:

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