



# MPM and the 2025 National Packaging Targets.

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## 2025 Targets – What are they?

In a landmark Meeting of the Environment Ministers (MEM), APCO and PAC.NZ have been endorsed to lead the government's response to the China Ban issue, setting four national packaging targets, which are:

**1. 100% of all Australia's packaging will be reusable, recyclable or compostable by 2025 or earlier**

**2. 70% of Australia's plastic packaging will be recycled or composted by 2025**

**3. 30% average recycled content will be included across all packaging by 2025**

**4. Problematic and unnecessary single-use plastic packaging will be phased out through design, innovation or introduction of alternatives**

These are critical steps as Australia moves towards a more circular economy approach to resource use, where waste is treated as a resource for as long as possible.

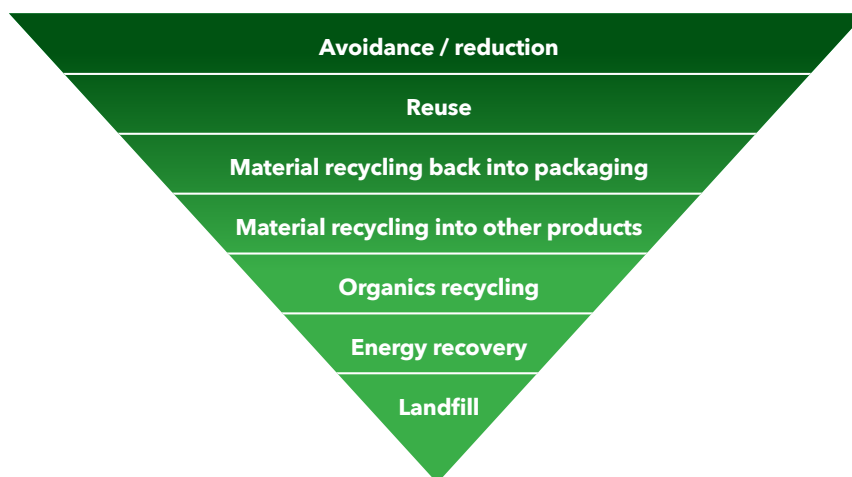




## The Waste Hierarchy

The APCO's role is to inspire industry to create change. At the core of this conversation is the 'Waste Management Hierarchy' – an internationally accepted guide, setting out priorities for the most efficient use of resources.

The waste hierarchy places the highest priority on avoidance (action to reduce the amount of waste generated) followed by resources recovery (reuse) followed by recycling, reprocessing and then energy recovery. The further up the hierarchy, the more the environmental benefit to be gained.



## Using recycled content in packaging

A significant environmental issue globally and locally that relates to packaging is the need to manage the use of limited resources.

Using recycled materials in packaging helps to create sustainable markets for packaging recovered from households and other sources.

Packaging should maximise the use of recycled material where it reduces the environmental footprint.

Creating a circular economy and end market for our own recycled materials should be our ultimate goal, and in order to achieve this we need to have clean recycling streams and reduced contamination. All material selection should be based on sound science and where possible, a whole-of-lifecycle approach.

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## Tools and Process

### APCO

#### **Sustainable packaging guidelines (SPG)**

The Sustainable Packaging Guidelines (SPG) assist Members and others in reviewing and optimising consumer packaging to make efficient use of resources and reduce environmental impact, without compromising product quality and safety.

The guidelines articulate common definitions and principles of ‘sustainable packaging’ so that all parties in the packaging supply chain work towards the same vision.

The application of the guidelines varies depending on the nature of Signatories’ operations. Members are required to provide evidence of regular reviews of packaging against the guidelines in their reporting.

#### **PREP – Packaging Recyclability Evaluation Report**

The Packaging Recyclability Evaluation Portal (PREP) is a tool that guides brand owners and packaging designers to help determine whether a packaging component is recycled if disposed at kerbside in Australia and New Zealand. Uniquely, it provides feedback to the PREP user to explain why a component is not recyclable, which potentially allows for design changes prior to market releases.

PREP considers how widespread the collection services are for the item, as well as how the item will behave at the Materials Recovery Facility (MRF) and processing facilities.

Something is considered recyclable by the ARL if more than 80% of the population has access for that item to get recycled through their local kerbside collection system.

### Communication

#### **ARL – Australian Recycling Label Program**

The Australian Packaging Covenant Organisation, alongside Planet Ark and PREP Design, have launched the Australasian Recycling label – an evidence-based system that provides easy to understand instructions about how to correctly dispose of every part of your product’s packaging, so you know which parts belong in recycling, the rubbish or can be returned to a Coles or Woolworths store.



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Unlike other recycling symbols out there, the Australasian Recycling Label assesses how each component of the package will behave in the recycling ecosystem depending on the materials used, inks, its weight, shape, adhesives etc... It also takes into consideration if that item is accepted for kerbside recycling by the majority of the population.

The ARL is already being used on our foodservice packaging across the country. More than 50 businesses – including leading businesses like Nestle, Unilever and Woolworths have adopted the new label, and the next two years should see even more companies using the label on their products.

### **ART – Annual Reporting Tool**

The Annual Reporting Tool (ART) is a centralised online resource for self-assessment that promotes continuous improvement and capacity building of all APCO Members. APCO annual reporting is a key Membership activity, 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.

It allows Members to:

- Access information on the Packaging Sustainability Framework, the basis for evaluation,
- Complete and submit annual reports
- Access reporting scoring and feedback,
- Monitor and benchmark Members' performance against other APCO Members,
- Submit 1 to 3 year customised Member action plans,
- Review and track packaging sustainability performance over time.

The ARL uses three categories to represent:

- What can be recycled in the commingled bin
- What to place in the general waste bin
- What can be possibly recycled but should be checked for further instructions or with council

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## **Aqua Cell: Circular economy for supermarket packaging**

PREP is intended for packaging designers, manufacturers and brand owners so that they can design for recyclability. The ARL is intended for consumers, as it will tell them what to do in regards with each separable component of their packaging.

## **Implementation**

The 2025 National Packaging Targets will be implemented over three phases, some of which overlap. The first two phases will be completed within the timeframe of the 2017-2022 strategic plan, while the third phase will commence in 2021 and continue into the 2022-2027 strategic plan.

## **Foundation – 2019–2020**

This period aims to ensure the fundamental groundwork required to support the long-term achievement of the targets is in place. In this phase, the focus will be on research, preparing guidance for stakeholders, setting baselines and monitoring frameworks and establishing the CAG, working groups and networks.

## **Development – 2019–2022**

This period will focus on further building collaboration and networks required for achieving the 2025 National Packaging Targets. Working groups and the advisory committees will come together to identify infrastructure gaps, technology opportunities and solutions to barriers. Research on identified problem areas will commence. This will include pilot projects with local governments and stakeholders.

## **Realisation – 2021–2022**

This period will deliver outcomes and realise the benefits of strong foundations and collaborative networks established in the previous two phases. This phase will also see the monitoring and evaluation of program outcomes and the scale up of successful pilot projects.



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## MPM's Stance

MPM Marketing Services has been an active participant and supporter of the Australian Packaging Covenant since 2013. We welcome the 2025 National Packaging Targets announced by Australia's Minister for the Environment, Melissa Price, which build on commitments made by state and territory environment ministers to set a path for Australia's recyclable waste. MPM Marketing Services 2016-2019 Action Plan and emphasis align with the APCO's goals of design, recycling and product stewardship by incorporating the Covenant's Sustainable Packaging Guidelines.

MPM Charter is a work in progress, and will drive the transition to a circular economy for packaging by outlining the next phase of our commitment. Following a review of circular economy approaches against MPM context, five key focus areas were selected as a first step.

### **Embracing the PREP tool**

Recovery is only one phase in the creation of closed loop economies, and increasing recovery will only be effective with parallel efforts to create demand for recycled materials.

Simplifying recyclability information into a packaging assessment tool for brand owners is an efficient, practicable and affordable solution that would benefit all stakeholders – helping them figure out where each part of the packaging sits in terms of recyclability.

The PREP tool was also used to analyse and demonstrate that Aqua Cell® meat trays are recyclable within Australia. According to our research, black plastic trays commonly used for ready meals, fruit and fresh meat are labelled as recyclable, but are ending up in landfill or being sent to incinerators, because they cannot be detected by machines at materials recovery facilities.

### **Using recycled content**

MPM Marketing Service is committed to purchasing recycled products that are fit for purpose and where products freshness, safety, quality and food waste is not compromised.

Examples of items purchased include post-consumer recycled PET plastic which can be re-used in the production of new PET packaging such as Aqua Cell® recyclable meat trays.

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## **Strong belief in recyclability**

MPM is committed to working with suppliers to provide more environmentally friendly solutions regarding packaging raw materials that can either be re-used or are easy to recycle, as well as utilisation of materials that provide improved yield gains to minimise waste and total raw materials required for greater output.

## **Working with today's infrastructure**

The waste import restrictions that China has imposed have highlighted a real lack of infrastructure to support domestic recycling in Australia. Equally, we do not have the end markets here that reuse recycled products.

MPM Marketing Services understand that recycling processing infrastructure, regulations and consumer behaviours vary from city to city. But as a signatory of the Australian Packaging Covenant and holding a long-term commitment to products that are manufactured locally, we have a role to play in finding environmentally and economically sustainable solutions.

## **An ongoing journey of product improvement**

We are committed to improving and adopting environmental practices within our operations. Our innovative approach to product development allows us to continuously improve our products for a sustainable future, and minimise their impact on the environment.

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 **MPM Marketing Services**  
Marketers of Disposable Food Packaging

