

THE ANZPAC PLASTICS PACT

# ANNUAL IMPACT REPORT

# 2022



SUPPORTED BY



# Contents

## Introduction

**ANZPAC is on a mission to address the global issue of plastic pollution in Oceania by creating a circular economy for plastic packaging.**

ANZPAC brings together key players across Australia, New Zealand and the Pacific Islands to establish an aligned response and drive action towards the achievement of the ANZPAC 2025 Regional Plastics Targets (the Targets).

Led by the Australian Packaging Covenant Organisation (APCO), ANZPAC works with and coordinates stakeholders across the ANZPAC region to achieve the Ellen MacArthur Foundation's vision for a circular economy for plastic.

Image courtesy of ANZPAC Member, Positive Change for Marine Life.



This is an interactive document. The top toolbar and contents buttons allow you to navigate through the different sections of the guide.

# Acknowledgement

We at the Australian, New Zealand and Pacific Island Plastics Pact (ANZPAC) acknowledge the important role of Indigenous communities in achieving our vision for sustainability and plastic circularity.

Many Indigenous communities across Australia, Aotearoa New Zealand and the Pacific Islands have deep knowledge and ingrained practices relating to reusing, repurposing and recycling materials. Taking care of the land has always been at the centre of Indigenous values. Our work aims to celebrate, respect and protect our shared planet.

Artist: Tanya Antaw,  
Yulanbay Art, Proud  
Gamilaraay woman





**CHRIS FOLEY**  
CEO, AUSTRALIAN  
PACKAGING  
COVENANT  
ORGANISATION

## Foreword

The scale of the plastic pollution challenge facing the Oceania region is vast – but it is not unsolvable. To begin to tackle this issue at scale requires a full and frank understanding of the facts. Despite moves in the right direction from several dedicated ANZPAC Members, progress towards our goals from across wider industry has been limited. If we are serious about tackling this issue, we have to do more, and do it quickly.

This report is both a snapshot view of progress towards the 2025 ANZPAC Targets and a look at some of the important work underway across the region. This second point is critical – it's vital we recognise and celebrate, but above all emulate, the good work

we are already seeing in the space. I encourage everyone reading this report to consider how these learnings could be adapted to your business.

The challenges specific to Oceania are well-known; limited waste and recycling infrastructure, high volume of product imports, remoteness and low opportunities for economy of scale, to name a few, which only heightens the need for significant collaboration to help close these gaps. Not only must we learn and take inspiration from each other, but it is vital that we have truly honest conversations. Developing our understanding of each other's challenges is the first step towards co-operating to formulate potential solutions. ANZPAC will work to

facilitate these conversations.

Significant work is happening which is yielding results across recovery and collection, reprocessing and reuse. Many members are already working with us as part of a working group, knowledge-sharing forum or trial schemes. This collaboration is vital – only by harnessing the expertise and hearing the voice of all our Members, and the industry at large, will we see significant progress towards the Targets and our overall goal of a true circular economy for plastic packaging.

*CFoley*

# Members and Supporters

Thank you to all ANZPAC Plastics Pact Members and Supporters for their support and commitment.



# About this Report

In its second year, the 2022 ANZPAC Impact Report is a critical tool to measure the progress and impact, and inform the growth and development of, the ANZPAC Program.

The Report uses aggregated data from the 2022 ANZPAC Member Reporting Round to track progress towards achieving the Targets.

It is important to note this year's report contains data from the 2019-20 Recyclability Assessment\*1.

A focus area for the ANZPAC Program is strengthening and improving data systems for accurate Member reporting. The ANZPAC region's diversity and remoteness presents significant challenges to the collection of accurate data and achieving circularity at scale.

Some of the challenges faced by Members in scaling circular solutions include geographic remoteness, limited collection and recycling infrastructure, limited harmonisation of policy and regulation, and a lack of consumer awareness - they

make the process of collecting accurate and reliable data complex. ANZPAC is working with its Members to develop better data collection tools, frameworks and methodologies - including moving all reporting requirements online.

The data in this report is instrumental to guiding future action, by providing an understanding of areas for improvement and opportunities to develop sustainable practices that will aid in the reduction of plastic packaging waste in Oceania.

Importantly, it is also vital that we recognise the achievements of ANZPAC Members working towards better sustainability outcomes for plastic packaging in the region. Throughout this report, we have highlighted several examples of best practice from Members and the broader community that will serve as inspiration to others to accelerate their progress on the journey.

\* Recyclability Assessments are conducted on a bi-yearly basis. Data for 2022-23 is currently being analysed and will be incorporated in the 2023 Impact Report

**45**  
**ANZPAC**  
**Members**  
**submitted**  
**a report**

**36**  
**Brand Owners**

**5**  
**Recyclers &**  
**After-use Companies**

**4**  
**Government &**  
**Supporter Members**



## About Member reporting

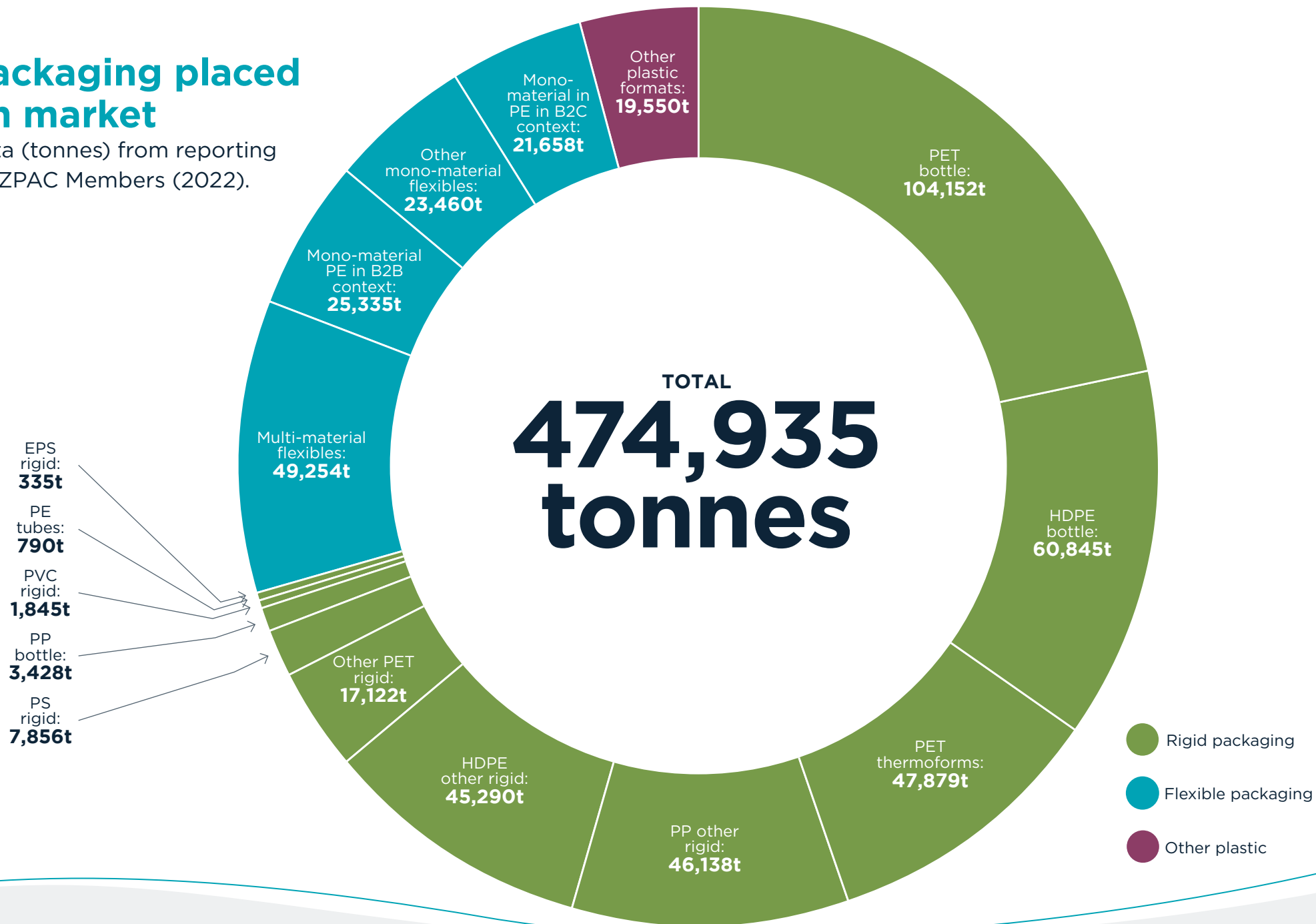
ANZPAC Member reporting is essential to understand the impact of activities across the region on developing circularity for plastic packaging. It provides valuable insights that are used in the development of our annual Impact Report, which helps to shape future action in the region.

Importantly, data from Member reports also enables us to track and measure our progress towards achieving the 2025 Regional Plastics Targets and provides an opportunity for Members to showcase their achievements.

Member reporting is voluntary and represents a snapshot of the ANZPAC Member base. All data provided is indicative of the industry at large across the region, but is not a comprehensive statistical view.

# Packaging placed on market

Data (tonnes) from reporting ANZPAC Members (2022).



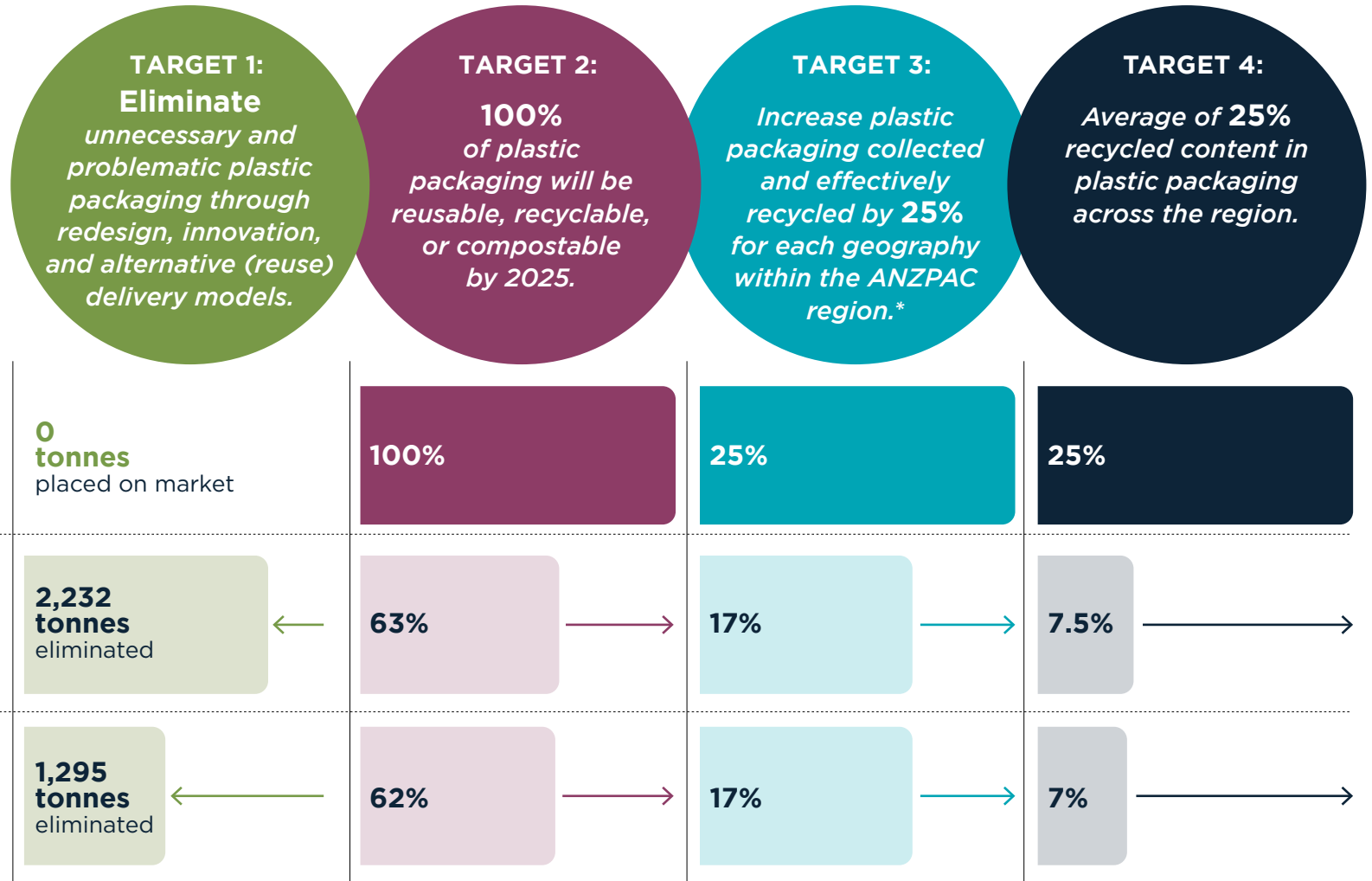


# Progress towards the Targets

The benchmark data collected over 2021 – 2022 from ANZPAC Member reports shows that the ANZPAC region is not on track to achieve the Targets and, eventually, eliminate plastic waste and pollution.

While Plastic Pact signatories have made some progress towards the Targets, it is likely that they will not be met within the timeframe.

Reporting ANZPAC Members accounted for 474,935 tonnes of plastic packaging placed on market (POM) in Oceania.



\* This target is measured using the annual 2020 ANZPAC Baseline Recyclability Assessment. New data available in next reporting round.

# Target 1

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

To transition to a circular economy for packaging, we must eliminate problematic and unnecessary packaging at the design stage and move away from a take-make-dispose model where packaging is designed to be single use. If businesses design packaging to be long-lasting and recoverable, we can keep it out of the environment and in the economy for longer.

The absence of sufficient recycling infrastructure across many geographies within the ANZPAC region means the elimination of problematic and unnecessary plastic packaging is particularly critical. There is not enough local capacity and availability in the region to process the amount of plastic packaging placed on the market. By eliminating any unnecessary plastic packaging at the design stage, we can prevent it from entering the market to begin with.

## The data

At ANZPAC's launch in 2021, eight problematic or unnecessary items were identified to be eliminated by the end of 2025:

-  1. Lightweight plastic shopping bags
-  2. Fragmentable plastics
-  3. Expanded polystyrene (EPS) packaging for food and beverage service and retail fresh produce
-  4. EPS loose fill packaging
-  5. Moulded EPS packaging for white/brown goods and electronics
-  6. Rigid polyvinyl chloride (PVC) packaging
-  7. Opaque polyethylene terephthalate (PET) bottles
-  8. Rigid plastics packaging with carbon black

These plastic packaging formats have been identified as problematic by governments across the ANZPAC region due to their environmental impact and inability to be recycled.

ANZPAC Members have reported that they successfully eliminated the following problematic materials:



**Fragmentable plastics**



**EPS loose fill packaging**



**Expanded polystyrene packaging for food and beverage service and retail fresh produce.**

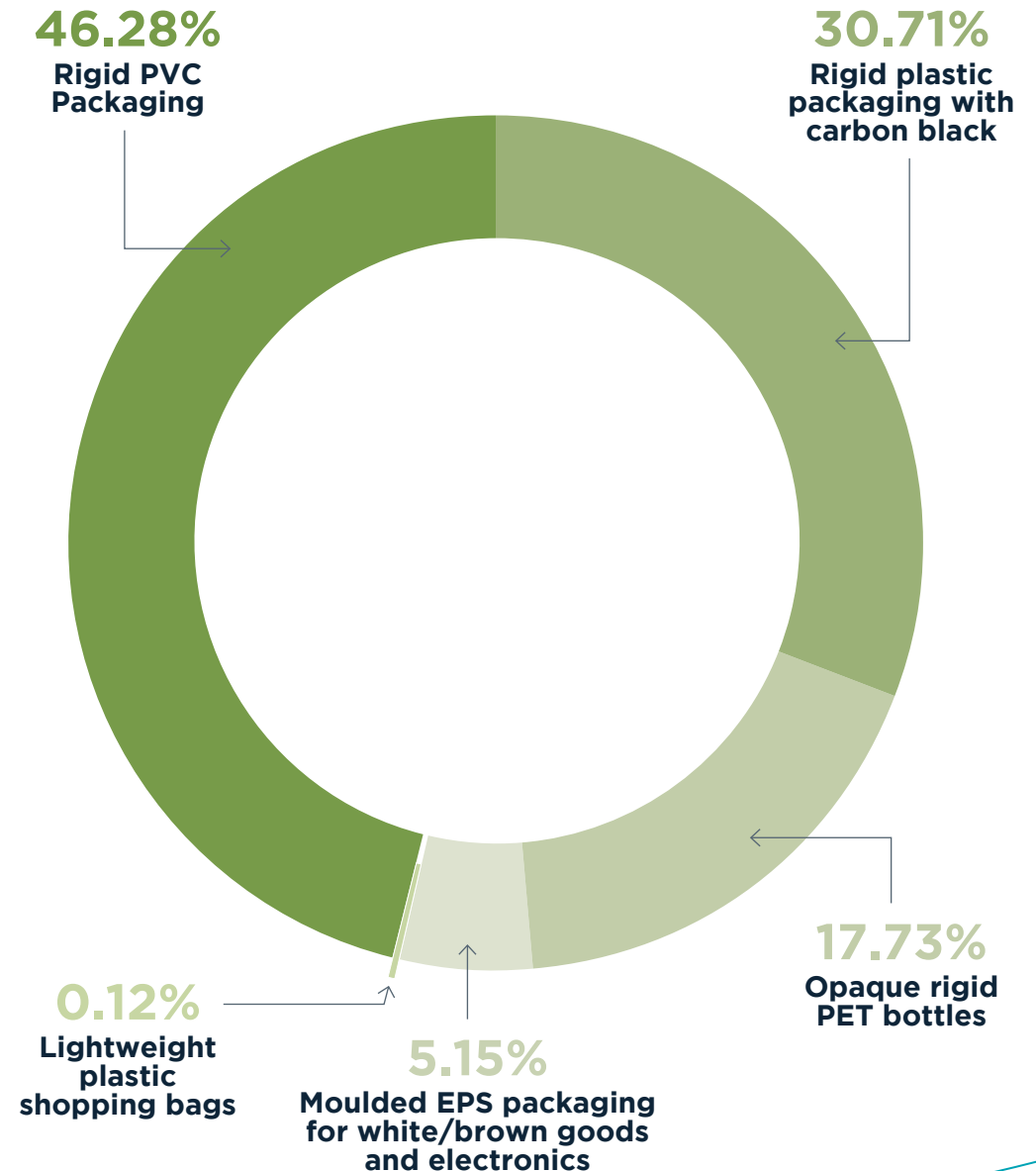
In 2022, a total of 4,170 tonnes of single-use plastic packaging items were placed on market by ANZPAC reporting Members, a reduction of 45% compared to 2021. ANZPAC Members have made significant inroads into reducing their use of problematic and unnecessary plastic packaging, with just short of 1,300 tonnes being actively eliminated during the reporting period.\*

Some progress has been made to eliminate plastic packaging, but more action is needed. A key problem area is rigid PVC and rigid plastic packaging with carbon black, which accounted for 77% of problematic, unnecessary or single-use plastic items placed on market by ANZPAC Members.

We must make greater efforts to phase out this packaging at the design stage and, more broadly, design packaging with end-of-life recovery solutions in mind.

\* The difference in packaging POM between 2021 – 2022 is approx. 5,024 tonnes. Reporting ANZPAC Members were directly responsible for the elimination of almost 1,300 tonnes, the remaining 3,724 tonnes of packaging removed from market was due to unknown factors.

Figure 1: A breakdown of problematic and unnecessary plastic packaging placed on market



## Green shoots

We have seen some inspiring commitments from Members who are prioritising the elimination of unnecessary and problematic plastic packaging from their products.



### *Nutricia Australasia Pty Limited*

By implementing innovative elimination practices this reporting period, Nutricia Australasia has eliminated 533 metric tonnes of rigid plastic packaging with carbon black<sup>2</sup>. Carbon black is a common colouring agent used to create opaque dark colours in packaging. 100% of this problematic packaging format has been completely eradicated.



### *Colgate-Palmolive*

Colgate-Palmolive has been working to eliminate problematic materials from its packaging. This reporting period, they have successfully removed 20 metric tonnes of rigid polyvinyl chloride<sup>4</sup>. Additionally, they have made significant strides to eliminate rigid plastic packaging with carbon black, using shrink sleeves as an alternative. Colgate-Palmolive has eliminated 50% of rigid plastic with carbon black from its products.



Nestlé

Good food, Good life

### *Nestlé*

Nestlé has made great strides in optimising its packaging, eliminating almost 160 tonnes of plastic packaging in just 12 months<sup>3</sup>. This includes the reduction in the size of cereal bags and seals on multipack wrappers of MAGGI noodles, along with streamlining consumption of stretch film across multiple sites. These improvements resulted in the optimisation of pallet space and increased transport efficiency.

## Moving forward

ANZPAC is working to support Members and the broader industry to collaborate more effectively to transition away from placing problematic materials on the market.

To eliminate and reduce plastic packaging, we need to prioritise upstream innovation, finding solutions in the design stage which address the problem at the root cause – before waste and pollution are even created.

Businesses should use the **[ANZPAC Action Guide to Eliminate Single-Use Plastic Packaging](#)** to inform decision making for how to reduce and eliminate their use of unnecessary plastic, including

impacts alternative packaging might have<sup>5</sup>. This Guide was developed in collaboration with regionally representative working groups and key stakeholders. For Australian businesses, **[APCO's Single-Use Plastics \(SUPs\) decision tree](#)** also is a valuable tool to identify whether your packaging is problematic, unnecessary or single-use<sup>6</sup>.

Many countries throughout the region have already begun banning problematic and unnecessary plastic – this work must continue and accelerate across all jurisdictions. See **[here](#)** for further detail on existing bans in the ANZPAC region<sup>7</sup>.

### Highlights from across the region to eliminate problematic and unnecessary plastic packaging include:



#### Australia:

- Multiple states and territories across Australia have committed ***to ban*** single-use plastic packaging<sup>8</sup>: ACT, NSW, NT, QLD, SA, VIC and WA.



#### New Zealand

- From October 2022, New Zealand banned the selling and manufacturing of selected hard to recycle and single-use plastic packaging items, with further bans announced in 2023.



#### Pacific Islands

- The Pacific Ocean Litter Project was established to reduce marine plastic litter in Pacific coastal areas. The program aims to refuse, reduce and replace single-use plastics.
- 'No Pelesitiki', a volunteer-led community campaign, was launched to reduce and eliminate single-use plastic products from Tonga and promote local actions.

# Target 1

## Data insights



**4,170 tonnes** of problematic and unnecessary plastic packaging were placed onto the market by ANZPAC Members.



**1,295 tonnes** of problematic and unnecessary plastic packaging were eliminated during 2022 by ANZPAC brand owners and retailers.



**77%** of problematic materials placed onto the market were made from rigid PVC and rigid plastic packaging with carbon black.

# Target 2

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

Designing all plastic packaging so it can be recycled, reused or composted is a necessary pre-requisite to achieving a true circular economy. With 2022 data showing little progress towards reaching the Target, it is vital all businesses adopt this mindset.

Put simply, businesses operating in the ANZPAC region must prioritise packaging design with circularity and end-of-life solutions in mind.

This must take into account the recovery options available in all ANZPAC geographies, particularly those with limited recycling and waste infrastructure. Packaging with good recycling outcomes in Australia and New Zealand may not be recyclable in Pacific Islands with little to no collection or Material Recovery Facility (MRF) processing, and this must be considered when designing packaging and end-of-life solutions.

Increased collaboration is vital and must begin as soon as possible – we must accelerate our collective efforts and promote knowledge sharing across the space if we are to achieve better outcomes.

### The data

The range of recyclability varies in the ANZPAC region. The definitions below support the categories shown on page 16 in Figure 2.

#### The range of recyclability in the ANZPAC region

##### **Adequate global recyclability**

Evidence of a system for recycling in the global market according to the New Plastics Economy 2020 Recycling Rate Survey.  
Greater than or equal to 30% post-consumer recycling rate in the global market.

##### **Adequate local recyclability**

Evidence of a system for recycling in the local market.  
Greater than or equal to 30% post-consumer recycling rate in the Pact market(s).

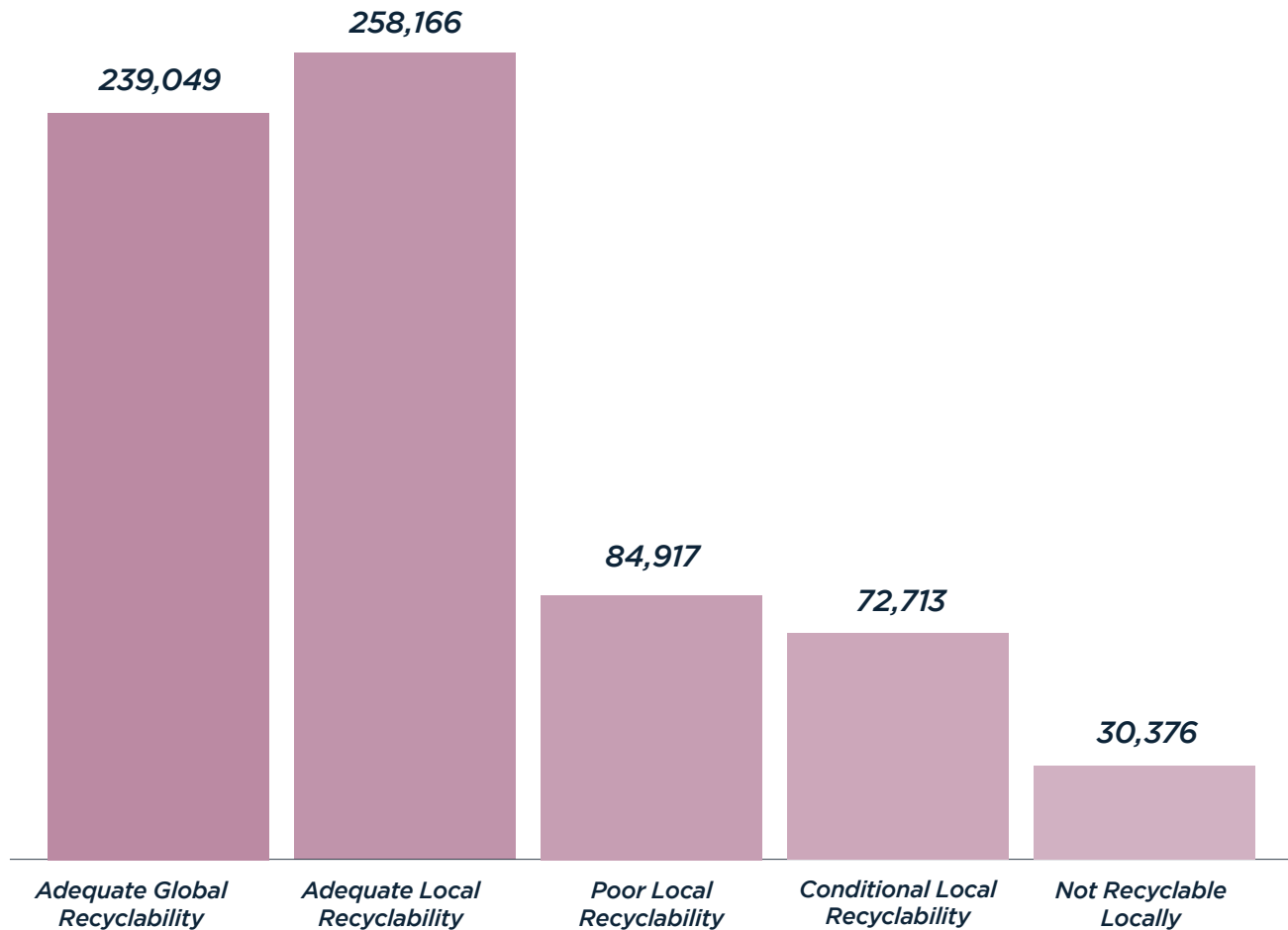
##### **Poor local recyclability (recyclable with lost value)**

The assessed packaging item is both technically recyclable and widely accepted at kerbside in Australia and New Zealand, however there is an element of lost value. 'Lost value' may refer to a loss in value of recovery or contamination. There is no large-scale system for recycling currently in place in the Pacific.

##### **Conditional local recyclability**

The assessed packaging item is technically recyclable but is less widely accepted at kerbside throughout Australia and New Zealand and no large-scale system for recycling exists in the Pacific. The council collection status for these materials falls within the Less Widely Accepted thresholds, where between 60% - 80% of the kerbside population has access to a council service. Consumers will need to Check Locally with their local council in Australia and New Zealand to determine if these materials are accepted in their kerbside recycling bin.

**Recyclability in practice in Oceania**  
*(based on the plastics packaging reported on by format)*



**Figure 2:** Recyclability in practice in Oceania.

While the majority of plastic packaging placed on market by ANZPAC reporting Members is able to be recycled (Figure 2), there is still a significant amount (188,000 tonnes, or 42% of the total) of plastic packaging that is either not recyclable, or does not achieve the necessary scale to move from technical recyclability to recyclability ‘in practice and at scale’.

Under the global Plastics Pact Network, ‘in practice and at scale’ translates into assessing whether a packaging format achieves a 30% post-consumer recycling rate in multiple regions, or locally where the packaging is sold. This is a particularly important measure to consider in the ANZPAC region, where the lack of recycling infrastructure is an issue in many countries.



## Green shoots

**In positive news, the roll out of several reuse programs, along with trials currently underway, demonstrates the commitment among dedicated Members towards developing new high order waste avoidance solutions.**

Further, recent examples show that fantastic work is already underway - it is critical that we see more of this.



**DISRUPTIVE  
PACKAGING**  
Better packaging. No compromises.

### *Disruptive Packaging Pty Ltd*

Disruptive Packaging has taken action to eliminate Expanded Polystyrene (EPS) from usage in the market. Using innovative design, they have replaced EPS with a recoverable material that can be reused up to 25 times, recycled and remade into the same product. They have also established a closed loop collection scheme and several drop-off and pick-up locations to ensure the material is recycled. 900 tonnes of EPS was eliminated and replaced this reporting round<sup>9</sup>.



**PACT  
GROUP**

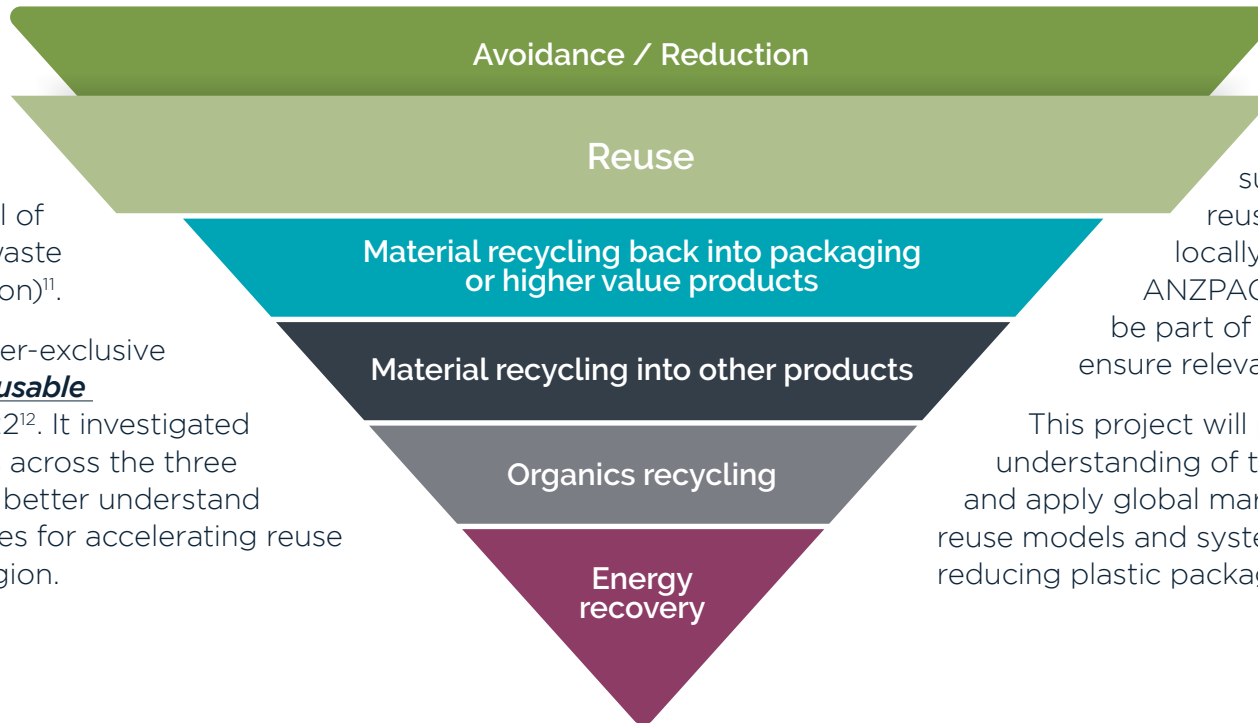
### *Pact Group Holdings Ltd*

During the reporting round, Pact Retail Accessories reused over 706 million hangers and over 138 million security tags, which resulted in approximately 14,900 tonnes of waste being diverted from landfill by keeping these in circulation<sup>10</sup>. In Financial Year (FY) 21/22, the reuse rate of hangers was 56% and security tags was 86%.

## Moving forward

Looking ahead, prioritising reuse will be a critical driver of stronger sustainability outcomes. Reuse is considered the second highest optimal level of recovery according to the waste hierarchy (after only reduction)<sup>11</sup>.

ANZPAC released its member-exclusive resource on ***The State of Reusable Packaging in Oceania*** in 2022<sup>12</sup>. It investigated the viability of reuse models across the three geographical archetypes to better understand the barriers and opportunities for accelerating reuse throughout the ANZPAC region.



As a flow on from this resource, ANZPAC is undertaking research to focus on enablers and success factors to consider for reuse models both globally and locally, that can be applied at scale. ANZPAC's Reuse Working Group will be part of the consultation process to ensure relevant expertise is captured.

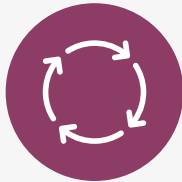
This project will provide a comprehensive understanding of the current reuse landscape and apply global market insights to accelerate reuse models and systems at a regional level, reducing plastic packaging waste.

# Target 2

## Data insights



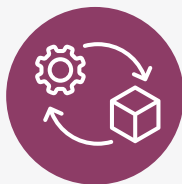
**62%** of plastic packaging POM by ANZPAC members is designed for end-of-life recoverability (reuse, recycling, or composting).



**57%** of plastic packaging put on market by ANZPAC members is currently designed for recyclability in Oceania in practice and at scale.



**5%** designed for composting.



**24** total reuse models in place or in development models.

7 recent or in-progress reuse trials

9 reuse models in place for non-consumer facing packaging

6 reuse models in place for consumer facing packaging

## Target 3

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

For plastic packaging to be recycled, we must first have enough supporting infrastructure to enable its successful collection and recovery.

The latest recovery rate data is not yet available and a new recyclability assessment will be released shortly to determine the current recovery rate of plastic packaging placed on market.

While the latest recovery rate data is yet to be determined, there are some considerations that suggest a stronger focus on implementing viable recovery schemes is needed to achieve this target.

Of particular concern is the low recovery rate in the Pacific Island region at just 0.1%. While unsurprising due to the lack of infrastructure in the region, it underscores the critical importance of action at the design stage to stop plastic ending up on the market that has no realistic chance of being effectively recycled.

Additionally, the 2022 collapse of REDcycle, Australia's soft-plastics recycling pathway, further impacted recycling rates and recyclability and highlighted the need for a stronger focus on viable Extended Producer Responsibility (EPR) schemes, voluntary or regulated, to improve the recovery of hard to recycle material types.

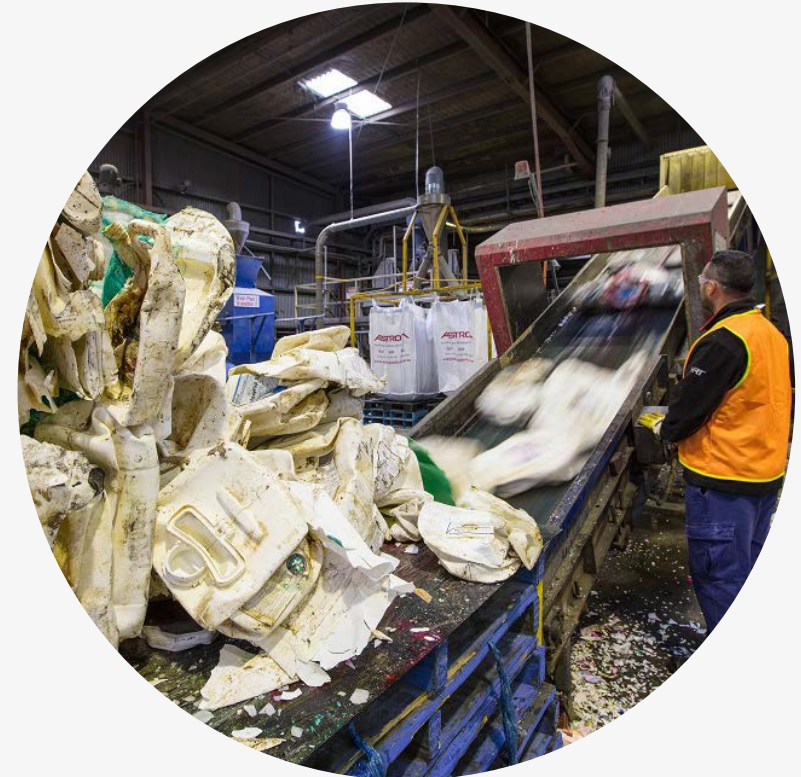
Initiatives involving APCO, brand owners, supermarkets, and government aiming to reinstate soft plastics collection and processing are underway. However, challenges persist due to limited processing capacity and end market demand. Sector-wide collaboration between industry and government is needed to restore soft plastics collection and recovery effectively.

# Green shoots

**ecostore**  
+ safer for you

## *Ecostore Company Ltd*

In 2022, Ecostore launched its Plastic Return programme in New Zealand. This programme is a takeback scheme for Ecostore packaging, with drop-off boxes in stores across the country. During this reporting period, up to 12.85 tonnes of their plastic packaging was collected for recovery<sup>13</sup>.



**PACT**  
GROUP

## *Pact Group Holdings Ltd*

As a member of drumMUSTER, an Australian product stewardship program designed to collect and recycle eligible containers, Pact Group collected more than 381,000 drums in FY 21/22. Around 372,000 of these were plastic containers, including drums, cubes and jerry cans, diverting around 330 tonnes of material from landfill<sup>14</sup>.

## Moving forward

While the gap between the current recovery rate and the target may not appear to be unbridgeable, a likely minimal movement year-on-year is a cause for concern and indicative of the critical need for urgent accelerated action.

To accelerate progress, regulatory reform and the introduction of EPR schemes is needed, particularly in regions without well-established recovery systems. While we work towards these goals it is critical that brands come together via voluntary initiatives and work with local organisations to support the development of take back schemes for more, and better, infrastructure to effectively collect and recycle plastic packaging. ANZPAC is working with its Members and key stakeholders across Oceania to deliver programs, such as Circular Pacific Plastics, a collaborative approach to link brands to local organisations and allow for the establishment of take back schemes for plastic packaging to robust end markets.

Importantly, there is considerable progress underway across the region to increase the collection and recovery of plastic packaging.

### Key highlights include:



#### Australia:

- Driving recovery through behaviour change: The **Australasian Recycling Label (ARL) Program** is an on-pack labelling scheme that helps consumers recycle correctly and supports brand owners and packaging manufacturers design packaging that is recyclable at end-of-life<sup>15</sup>. In Australia, the ARL program has been acknowledged in the National Waste Policy Action Plan and National Plastics Plan as a key action to improve consumer awareness and increase recycling rates. The ARL is now on over half a million products in Australia and New Zealand. The New Zealand Ministry for Environment has also endorsed the ARL as the preferred labelling option in New Zealand.



#### New Zealand

- *New Product Stewardship Recovery Program*: The design of a Plastic Packaging Product Stewardship scheme is underway, aiming to regulate stewardship of plastic packaging in New Zealand.



#### Pacific Islands Countries

##### ● Fiji

*Mission Pacific Fiji*: A long-running container take back program developed by Coca Cola Europacific Partners designed to incentivise members of the public to return bottles and cans for a small refund amount. This program increases the collection and recycling of plastic PET bottles through convenience, accessibility and incentive, preventing it from polluting the environment as litter or ending up in landfill.

##### ● Samoa

*Samoa Recyclers & Waste Management Association (SRWMA)*: An organisation tackling plastic pollution in Samoa by setting up collection and recycling facilities. Working in collaboration with several partners, SRWMA has implemented 55 recycling cages, offering the community a recycling pathway for PET bottles and aluminium cans at schools, supermarkets, hotels and buildings across the island of Upolu. From SRWMA's inception till the 2022 Reporting Period, approximately 4 million single-use PET bottles have been collected.

# Target 3

## Data insights



**63%** of PET collected by recyclers and after use Members was effectively recovered.



**10%**  
The recovery rate for HDPE bottles has doubled since last year, with 10% of HDPE bottles collected effectively recovered.



**17%** average recovery rate.\*

- **Australia: 16.5%**
- **New Zealand: 26%**
- **Pacific Island Countries: 0.1%**

\* A new recyclability assessment will be undertaken in 2023. These results are from the 2020 [\*Recyclability Assessment\*](#).

## Target 4

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

***2022 result – 7% average recycled content included and 45% of ANZPAC brand owner members using some amount of recycled content in plastic packaging.***

Incorporating recycled content into plastic packaging is the vital final step in the recycling process and one vehicle to reduce the need for virgin material. However, it is unlikely that the Target will be met by 2025 and immediate action across the sector is needed. The simple statement that nothing is truly recycled until it is used again must be at the forefront of our minds when sourcing raw materials for packaging. Only by adopting this mindset will we achieve greater sustainability outcomes for plastic packaging in the region.

While there has not been significant movement in the overall level of recycled content in plastic packaging across ANZPAC Members, the increase of the proportion of all Members – to almost half – using some form of recycled content is a promising development. These Members must continue to increase the amount of recycled content in packaging through their other product lines, while those not currently using recycled content must develop strategies to begin as soon as possible.

While a range of barriers to increase use of recycled content within the ANZPAC region exist, including limited availability, inefficient traceability, and higher costs, we must find a way to increase its use. Increased collaboration towards feasible end markets for recycled content, the development of new infrastructure, and the emergence of EPR schemes to increase recovery of viable feedstock must all occur as quickly as possible. ANZPAC's Circular Pacific Plastic project is a key example of how industry collaboration and shared costs for infrastructure can drive greater uptake.

This Target is an average of 25% recycled content across all ANZPAC Members incorporated throughout their entire plastic packaging portfolio, rather than per plastic packaging unit. In addition, it only considers post-consumer recycled content, which is material waste generated by households or by commercial, and institutional facilities.



# Green shoots



## Pepsico ANZ & Asahi Beverages Partnership

In 2022, Asahi Beverages announced that over 100 million soft drink bottles will now be made with 100% recycled plastic (excluding the cap and label) in Australia each year as they strive towards progress in this Target<sup>16</sup>. The change applies to bottles of soft drinks sold by Asahi Beverages (in 450ml and 600ml sizes), including popular brands Pepsi, Solo, and Schweppes.



### Member Collaboration

Circular Plastics Australia (PET), a joint venture between Pact Group, Cleanaway Waste Management, Asahi Beverages and Coca-Cola Europacific Partners, opened a new PET plastic recycling plant in Albury, NSW in 2022. The facility has the capacity to recycle the equivalent of up to 1 billion 600ml beverage bottles each year to produce high quality food-grade resin which is used to manufacture new beverage bottles and food packaging.



### Huskee.

#### Huskee

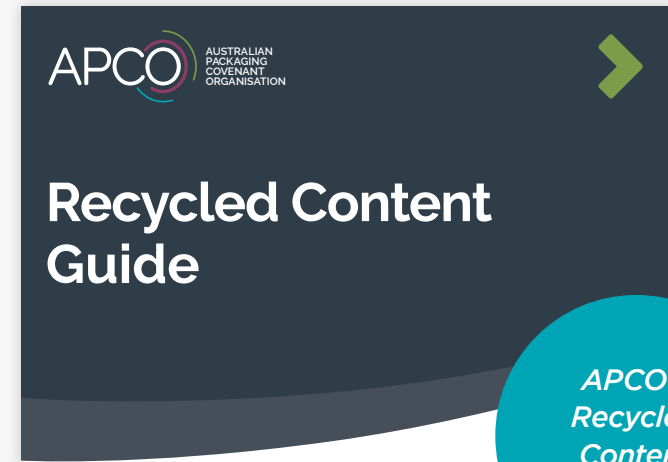
Huskee has made great strides incorporating recycled content into its range of products. In 2022, Huskee used 50% certified post-consumer recycled plastic in its range of 3oz HuskeeRenew cups, using a total of 1.08 tonnes of recycled plastic. In addition, the company operates a closed loop program to collect end-of-life cups, which are then turned into dog bowls (with no additional virgin materials needed) – saving 380kgs of end-of-life cups from landfill in 2022 alone<sup>17</sup>.

## Moving forward

As with the other Targets, voluntary action will not be enough to drive meaningful change. The introduction of mandated extended producer responsibility schemes will help to increase the availability of feedstock, while announced by the Australian federal government, for increased recycled content will ensure uptake. The agreement between 175 UN Member States to forge an international legally binding agreement to end plastic pollution, the UN Plastics Treaty, including a call for mandatory global rules, is a significant step towards a more sustainable future.

ANZPAC will continue to work alongside Members to create viable circular schemes, such as the Circular Pacific Plastic project, to effectively reprocess collected plastic into usable recycled material for brand owners to incorporate into their packaging. Packaging manufacturers are already using recycled material in their applications, and Brand Owner Members are encouraged to seek existing options out to advance progress towards Target 4.

For those looking to start, or accelerate, their journey into using recycled content, ***APCO's Recycled Content Guide***<sup>18</sup> and ***ANZPAC's Recovered Polymer Specifications***<sup>19</sup> are vital resources.



APCO's  
Recycled  
Content  
Guide



ANZPAC's  
Recovered  
Polymer  
Specifications

# Target 4

## Data insights



**7%**

An average of 7% post-consumer recycled content is included in plastic packaging by brands and retailers.



**45%**

of ANZPAC brand owner members are using some amount of recycled content in plastic packaging (1% or more).

# Looking forward: 2023 and beyond

**The latest data shows that Plastic Pact signatories are likely to miss key 2025 Targets, and the ANZPAC region is off track to eliminate plastic waste and pollution by 2025.**

There has been some significant progress made and milestones achieved by ANZPAC Members to design packaging for circularity and implement reliable recovery pathways. However, there is still much work to be done and voluntary action will not be enough.

Plastic pollution is a systemic issue that must be solved collectively. Ambitious policy is needed from governments and industry must come together to address the multi-faceted challenges that the ANZPAC region faces in order to make a real, tangible difference. The adoption by the UN Environment Assembly of a resolution to develop a legally binding instrument on plastic pollution is an important step and underlines the seriousness of this issue.

It is imperative the plastic packaging value chain moves away from working in silos, and transitions towards true collaboration. The ANZPAC Plastics Pact will work to support and facilitate this collaborative approach as we move forward towards greater sustainability outcomes for the region.

## Priorities in 2023

### TARGET 1:

*Support further elimination of unnecessary and problematic plastic packaging*

- Support government bans of single-use plastic packaging
- Work with Members to eliminate SUPs by applying the SUPS elimination action plan and address challenges with alternatives to avoid unintended consequences on health and environment.

### TARGET 3:

*Encourage investment in infrastructure and systems to increase collection and recycling*

- Increase recycling rates through the development of industry driven plastic take back schemes such as Extended Producer Responsibility schemes to address the challenge of low recycling infrastructure in many countries of the ANZPAC region
- Facilitate small scale recycling solutions for isolated and remote areas of the ANZPAC region.

### TARGET 2:

*Support the simplification of packaging design towards increased recyclability and reusability.*

- Highlight regional contexts and system challenges and how packaging design can support increased recovery of materials
- Facilitate collaborative action across industry to scale up reuse and create viable reuse systems

### TARGET 4:

*Increase the uptake of recycled content and address the challenges of availability of high quality feedstock*

- Activate Members to increase collection and access to high quality feedstock from remote and regional areas
- Support policy work to increase the use of recycled content in packaging.

# THANK YOU

We appreciate our Members for their dedication to working towards the 2025 ANZPAC Regional Plastics Targets and commitment to transparent annual reporting.

*Thank you for your collaboration, investment and for sharing your innovative solutions to tackle plastic waste in remote and regional communities in the ANZPAC region.*

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