

POPPr Program Project Plan

Late Updated:

Development Stages	Key Activity #	Key Activities	Task #	Key Activity Tasks	Jan 21 to June 21	July 21 to Dec 21	Jan 22 to June 22	July 22 to Dec 22
Stage 1: Business Case Development 6 Months	1	Desktop research · reports, websites, academic papers, international benchmarking	1.1	Review International Action on general and horticulture-specific PP5 recycling				
			1.2	Review international landscape for mandatory and voluntary product stewardship schemes, to identify alternative models and best-practice approach				
			1.3	Review academic research to establish evidence-base for PP5 recycling				
			1.4	Compile Evaluation paper to establish international benchmark / best practice approach for Horticultural PP recycling				
	2	Scene Setting · Current recycling status · Operating environment	2.1	Identify independent data sources tracking PP5 / Packaging recovery in Australia				
			2.2	Survey industry participants along Packaging Value Chain – commence development of data set for ongoing program monitoring and reporting				
			2.3	Investigate research studies on Australian market for virgin and recycled PP5				
			2.4	Compile Evaluation paper to articulate current state of play for PP5 recycling in Australia and identify system gaps / loss points and end-market opportunities to absorb recovered materials surplus to horticultural demand.				
	3	Material flow analysis	3.1					
	4	Product impact analysis	4.1	Identify alternative materials for current PP5 applications – pots, tubs, trays, stakes, distribution packaging				
			4.2	Review international literature – SWOT analysis (LCA, recyclability / reusability / compostability, use benefits, system barriers / challenges etc)				
			4.3	Survey industry to identify different material types usage.				
			4.4	Collate profile paper articulating the impact of a range of material types used in Australian applications that sit within the scope of the project.				
	5	Infrastructure mapping · Research on industry capacity and capability for recovery	5.1	Asses current infrastructure capacity along PP5 packaging value chain				
			5.2	Survey industry participants to identify key infrastructure gaps / loss points				
			5.3	Develop economic / environmental analysis				
			5.3.1	Cost Benefit on current material recovery and reprocessing, costs / volumes of material to landfill, employment opportunities, capacity building, reduced impact of externalities, etc,				
			5.3.2	Align C B Analysis with product impact analysis for alternative materials)				
	5.4	d. Contrast current infrastructure mapping / loss vs PP5 projected outcomes						
	6	Stakeholder mapping and engagement strategy	6.1	Identify stakeholders in CORE and SUPPORTER groups				
			6.2	Develop stakeholder profiles to identify motivations / key messaging / supporting resource requirements				
			6.3	Develop stakeholder contact lists / communication plan				
			6.4	Implement stakeholder communication plan – initiate through stakeholder consultation event / workshop				
	7	Industry engagement to agree on a collective approach to find solutions	7.1	Plan / undertake early informal industry engagement activities with CORE stakeholder groups via existing network, to raise awareness and commence engagement with PoPPr Program project				
			7.2	Crystallise preceding activities to finalise PoPPr Program Business Case				
			7.3	Develop supporting materials to support / promote Business Case / program proposals				
			7.4	Develop staged engagement strategy, including long-term industry-focused strategy (project period and beyond), aligned with key project stages				
			7.5	Implement Industry engagement strategy to establish endorsement of Business Case and feedback on program design proposals.				
7.6			Promote industry endorsement of PoPPr Program to stakeholder audience, particularly Government.					

Stage 2: Scheme Design 6 -12 Months	Cost-benefit analysis of collection and recovery systems including end markets							
	Consult with industry on appropriate governance model: administration, funding model, role of government e.g. ACCC							
	Alternative scenarios analysis							
	Identify existing standards or develop new standards							
	Undertake research trials							
	Industry engagement to confirm scheme design							
Stage 3: Scheme Implementation 12 Months	Establish a governance structure to administer the scheme							
	Apply for government support e.g. accreditation, ACCC approval							
	Stakeholder engagement and industry recruitment							
	Industry Education / awareness raising (drive membership)							
	Engage staff and/or service providers							
	Establish management and reporting systems including quality and supply chain assurance							
	Implement first scheme trials or rollout							
	Consumer Education / awareness raising							