

INTRODUCTION

On November 24th, APCO and GIA hosted a short interim workshop, to update the Sustainable Packaging in Horticulture (SPIH) Working Group members on progress with the National Polypropylene Plant Packaging Recycling Program and seek feedback on the next steps in the project.

For information on previous workshop session, the following documents are available for download:

- [SPiH Industry Workshop – 19 June 2020– Slide Deck](#)
- [SPiH Inagural Industry Workshop – 19 June 2020– Summary Report](#)
- [SPiH Industry Workshop – 13 October 2020 – Slide Deck](#)
- [SPiH Industry Workshop – 24 November 2020 – Slide Deck](#)

WORKSHOP AGENDA

The session was convened with three key objectives:

1. Report back on the National Product Stewardship Investment Fund Grant confirmation
2. Review the naming / branding of the PoPPr Program
3. Revisit the amended Packaging Value Chain map developed at the October workshop and assign a summer 'homework' task for Working Group Members

SESSION REVIEW

1. NATIONAL PRODUCT STEWARDSHIP INVESTMENT FUND GRANT

UPDATE

APCO and GIA received formal confirmation on Friday November 13th that the joint submission to the National Product Stewardship Investment Fund, in support of the design and implementation of the National Polypropylene Plant Packaging Recycling Program, had been successful, confirming an grant of \$549,000 over 2 years.

As lead organisation on the submission, APCO will be signatory on the Grant agreement. Since receiving notification, APCO has commenced discussion with the Department of Industry, Science, Environment and Resources (DISER) to finalise the details of the Agreement, which is due to be signed by mid-December, enabling commencement of the project on January 4th 2020.

Given the high priority of the project and the specific focus on recovery and recycling of Polypropylene, APCO will execute the grant under the banner of the [Australia New Zealand and Pacific \(ANZPAC\) Plastics Pact](#), established by APCO in partnership with the [Ellen Macarthur Foundation](#) and [WRAP UK](#). The regional ANZPAC Plastics Pact was announced at the National Plastics Summit held in Canberra in March 2020 and will be officially launched in January 2021. The ANZPAC Plastics Pact joins a growing [international network of Plastics Pacts worldwide](#), and will offer a platform for the potential expansion of the PoPPr Program across the ANZPAC Plastics Pact regions. The global Pact framework will also allow the project to tap into an international network of knowledge sharing

and amplify the impacts of the program to an international audience, setting a benchmark for other participating jurisdictions and identifying Australia as a world leader in the recovery and reprocessing of horticultural polypropylene plant packaging.

NEXT STEPS:

November / December 2020

- APCO / GIA to finalise grant agreement with DISER – due 13th December 2020.
- APCO / GIA to conclude formal partnership arrangements for grant administration

January / February 2021

- SPiH Working Group to assist with collation of *Core* and *Supporter* Stakeholder Groups
- APCO / GIA to develop stakeholder communications plan to commence engagement early 2021
- APCO / Gia to develop project brief to commence RFP process on Stage 1 – Business Case Development

GIA PoPPr Program Advisory Group

- Will support consultation, design and implementation of PoPPr Program
- Currently recruiting members – please complete the GIA **Expression of Interest** survey to get involved:
<https://ngia.wufoo.com/forms/qfuweyt0wxvxjj/>

PoPPr Program Administrator Resource

- APCO / GIA to develop role description to enable recruitment for Program Administrator resource – recruitment to commence early 2021

Resource identification

SPiH Working Group members are encouraged to share information / contacts relevant to the following project areas or any others that may be relevant to the project.

- Product Stewardship
- Legal
- Strategy
- Communications / Marketing / Advertising
- Industry / Consumer research

SPiH Working Group

- Continue working on horticultural packaging challenges outside PoPPr Program – eg: soft plastic media bags, bulker bags, participation in other aligned PSIF projects, such as Silage Wrap recovery program led by Dairy Australia, non-packaging agricultural plastics recovery led by RM Consulting.

- Support and actively participate in PoPPr Program project – reporting, information gathering, data, consultation and feedback, participation in program pilots / trials etc.

2. IT'S ALL IN THE NAME – POPPR PROGRAM.... OR SOMETHING ELSE?

The second part of the session was a facilitated discussion around the name of the Polypropylene Plant Packaging Recycling Program – PoPPr Program, or something else?

The PoPPr Program name was coined quickly, during the development of the PSIF Grant submission in August, to provide a program brand identity for the purpose of the submission. The group was asked three questions, to better understand the suitability of the name and explore alternative ideas.

1. What DO you like about the name PoPPr Program?

- Described as fun, but does it convey the message we are trying to deliver – cleaner world, more sustainable, etc.?
- Suggested identifying what we want to achieve and then work backwards to the name – endorsed

2. What DON'T you like about the name PoPPr Program?

- Does not convey what we are trying to deliver

3. Do you have any alternative ideas instead of PoPPr Program?

- What are we trying to achieve?
 - Cleaner World
 - Material Circularity / Circular economy
 - Mention Pot Recycling – identifying clearly to end users which materials to separate from conventional waste streams
 - Remove reference to Polypropylene in full – too technical – replace with 'Pot', which would still allow use of PoPPr, where Po refers to Pot rather than Polypropylene
 - Need to retain reference to "5" in PP, to encourage consumers to look for the Resin ID Code #5
 - Retain reference to 'plant packaging' rather than just 'pots' to highlight to consumers the full scope of the recovery program
- **Tag line – 'It's not just for pots!'**
 - Need to align with broader benefits of Greenlife industry more generally – highlight positive connections with greenlife engagement (health, wellbeing, environment) and pot recycling (reducing industry impacts through product stewardship)
 - Closing the loop – look at international landscape and 'Australian-ise'
- Suggested Ideas
 - Some existing Product Stewardship program names:
 - DrumMuster – agricultural chemical drum recycling
 - MobileMuster – mobile phone recycling
 - PaintBack – paint and paint tin recycling
 - WrapBack – PP5 Healthcare Sterilization wrap recycling
 - Soft Landing – Mattress recycling scheme
 - National Television and Computer Recycling Scheme – self-explanatory
 - National Tyre Product Stewardship Scheme – self-explanatory
 - FluoroCycle – Fluorescent lighting recycling program

- Australian Battery Recycling Initiative – self-explanatory
- ‘Plant-Grow-Recycle’ – more a tag line but incorporates recycling program into the broader Greenlife focus, encapsulates a circularity element etc.

Logo concept:



- ‘PotCycle Scheme / Program’
- ‘Greencycle Scheme / Program’
- ‘Greenlife Circle Scheme / Program’
- ‘GreenlifeCycle Scheme / Program’
- ‘Greenlife Loop Scheme / Program’
- ‘Drop-a-Pot’
- ‘Plant – Grow – Recycle – Repeat’
- ‘Plant – Grow – Recycle – All Good’
- ‘PlantPackBack’
- Other comments
 - Try to avoid ‘Green’ – open to conflation with Greenwashing – need to be specific to Greenlife rather than just green.
 - ‘Greenlife’ - Moving away from what we’re trying to achieve? Focus in on pots / packaging – Greenlife may not be the most accessible language
 - Get the association with planting then recycling into the name - so it is a wholistic call to action towards taking steps to make the world a better place.

NEXT STEPS:

- APCO / GIA will utilise Information collated above for testing with communications teams, with a view to wider target audience testing early in Stage 1 – Business Case Development – Feb / Mar 2021.

3. HPVC STAKEHOLDER MAPPING – HOLIDAY HOMEWORK

Work undertaken at the October workshop to refine the Horticultural Packaging Value Chain (HPVC) was presented back to the Working Group, after the amended Packaging Value Chain map was shared with participants in the workshop document pack prior to the session. Consensus was held that the refined map

reflected a more accurately articulated representation of the HPVC and provided an appropriate foundation for the next stage of the Stakeholder mapping process.

Some work had been done to begin identification of *Core* and *Supporter* stakeholders – as defined by the group at the October workshop – existing at each node on the HPVC. This groundwork was demonstrated to the group as follows:



The group was then invited to assist in expanding that detail in relation to their own position on the HPVC, by undertaking some ‘Holiday Homework’ in the interim between WG meetings.

The homework task asks WG members to identify their own position on the HPVC and identify both upstream (supplier) and downstream (customer) stakeholders that may have either a participating or supporting role to play in establishing the PoPPr Program over the project period. The information will be confidential to the project and will establish an industry-wide contact dataset of the full stakeholder audience, to ensure the widest possible reach for program engagement and implementation activities.

The task is broken into three steps:

1. Identify your position on the HPVC, as per the agreed nodes:

Sustainable Packaging in Horticulture

Industry Workshop Summary Report

A number of suggested participant groups have been included in the spreadsheet to offer a starting point, but space is also available for any additional groups that may not have been considered. If you feel that groups are missing, please feel free to add any that you consider relevant and the associated contacts relevant to that group.

**** Please note**, in an effort to make this task as simple as possible, we are only asking that you complete the section relevant to your own position on the HPVC. For example, if you are a Grower, we are only asking that you identify those upstream and downstream stakeholders relevant to your business as a Grower, that may be a target for participation in the project / Program,. We do not expect you to identify stakeholders for every HPVC group on the spreadsheet – although, if you have any, we will gratefully accept them.

3. Return the completed spreadsheet to Jayne Paramor (jparamor@apco.org.au) by February 1st 2021 (or before).

These details will remain confidential and will be collated to create an industry contact list and will be aligned with the Stakeholder Engagement Communications Strategy currently in development. This will enable a swift early engagement initiative to bring the wider industry up to date and build support as soon as the project commences in January 2021.

Please don't hesitate to contact Jayne (e: jparamor@apco.org.au, m: 0406 846 265), if you have any questions on how to populate the spreadsheet.

4. SUMMARY

- **GIA PoPPr Program Advisory Group Expression of Interest**
 - PoPPr Program AG will support design and implementation of PoPPr Program.
 - Continue work on Greenlife Sustainability strategy, including packaging, under GIA 2020-2023 Strategic Plan
 - EOI Survey – <https://ngia.wufoo.com/forms/qfuweyt0wxvxjj/>
- **Review Packaging Value Chain Map and have a go at the Holiday Homework task...**
 - Please contact Jayne (jparamor@apco.org.au) if you require any assistance with this exercise
- **Next Meeting – TBC – tentative mid-late Feb, 2021**

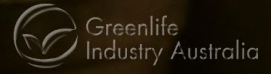
Thank you for all the support and input that you have provided through the working group this year. We have made some great progress and look forward to working with you to We look forward to seeing you in the New Year and we hope you enjoy a safe and healthy festive season.

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Sustainable Packaging in Horticulture

Industry Workshop Summary Report



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