



START RECORDING - Explain to attendees that it is for internal note collection purposes and will be deleted once minutes have been finalised.

Acknowledgement of Country

Operating under Chatham House Rules – we may speak generally about the subject matter covered in today's session but will not attribute discussion to any individual member of the group

Safe and respectful space – civility and respect is an essential element of this process. There are no bad ideas, all inputs are encouraged and feedback is possible in a number of ways, to accommodate personal preferences.

WELCOME!

In the spirit of reconciliation APCO acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their elders past and present, and extend that respect to all Aboriginal and Torres Strait Islander people joining us today.' I live on the Gadigal land of the Eora Nation and I would also like to extend my respects to the traditional owners of the land on which I reside.

Zoom Check-in / Housekeeping
Group Photo?

AGENDA

- 11.00am Welcome / ZOOM Check-in / Housekeeping
- 11.05am RECAP - Previous workshop outcomes
- 11.20am PP5 Recycling Program
- Product Stewardship Investment Fund submission review
 - Project Plan refinement - *Breakout Groups*
 - Next steps...
- 12.20pm Horticultural Packaging Value / Supply Chain Mapping Group Discussion
- 12.50pm Q&A / Next Steps / Wrap Up
- 1.00pm Session Close



- Everyone on Mute until invited to speak – please turn on your camera when you speak, if you can
- Group photo?
- Breakout Groups

TODAY'S TEAM...



GIA

Peter Vaughan - CEO

Kobie Keenan - Communications Manager

APCO

Alice Lyall - Member Development Officer

Alison Appleby - Member Resource & Program Coordinator

Galia Langley-Juter - Project Coordinator

Geena Harnisch - Member Development Officer

Song-Hee Schumacher - Program Administrator / ZOOM Wrangler

Jayne Paramor - Sustainability Partnership Manager

Meredith Epp - Industry Partnership Manager



- Meet the Team...



RECAP - JUNE WORKSHOP REVIEW

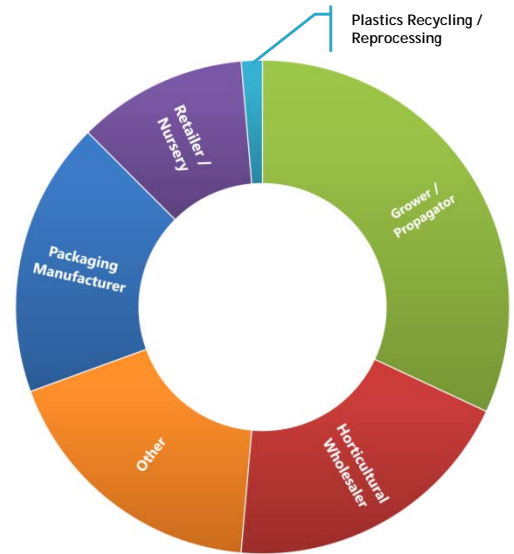
Jayne Paramor

Sustainability Partnership Manager
Australian Packaging Covenant Organisation (APCO)

photo by baby_qib on Unsplash

WORKSHOP RECAP

- 86 attendees - diverse cross-section
- Setting the scene / Introductions
- PP5 plant packaging recycling program
 - Why, how, what happened next...
- Labelling
 - Australian Made / Recycled Content
- Supply / Packaging Value Chain Mapping



SURVEY #1

Q1: Did you attend the first Sustainable Packaging in Horticulture workshop in June?

- Yes
- No

Q2: If you answered yes, did you sign up to the PP5 Recycling Program Pledge or the Open Industry Letter after the previous workshop? (If you answer 'Neither', please tell us why via the Zoom Chat Window)

- Pledge
- Industry Letter
- Both
- Neither

Attendees:

Other comprised:

- Facilitator
- Communications
- Purchasing
- Marketing
- NGIV - Policy & Technical Manager
- Online plant retail
- Industry Association
- Vertical gardens manufacturer
- R&D Investment
- R&D Corporation

WORKSHOP KEY OVERARCHING THEMES



- Branding
- Education
- Material design and use
- Stakeholder engagement
- Data / Knowledge / Insights



BRANDING

- o Drive an Industry-wide initiative for all horticultural packaging – proactive, collaborative, point of pride for the sector enhancing sustainability credentials
- o Develop consistent industry-specific branding to convey collegiate industry approach and coalesce action through a unified industry platform.
- o Tell the story!

EDUCATION

- o Must accompany all steps of the initiative, to ensure messaging is tailored to target audiences to drive desired behaviour change.
- o Existing networks are well-established and ready to support education programs, information sharing, knowledge gathering
- o Labelling options should be explored to support education and behaviour change objectives for business and consumers.

MATERIAL DESIGN AND USE

- o Better understanding of participants, packaging material flows and formats throughout the Horticultural packaging value chain from which to develop strategic action to tackle resource recovery challenges across industry
- o Development of tailored industry-specific design guidelines to promote Australian 'best-practice' for all identified horticultural packaging formats.

STAKEHOLDER ENGAGEMENT

- o Widen the reach of the Sustainable Packaging in Horticulture initiative to engage relevant subsectors
- o A holistic view of the sector will enable the development of targeted strategic actions to address nuanced challenges – bring in groups such as Landscapers / Commercial growers / Production Horticulture etc.

DATA / KNOWLEDGE

- o A clear evidence base to provide understanding of packaging across the sector must underpin any action. This will enable the identification of challenges and provide benchmarks from which to report progress.
 - volumes
 - material composition
 - existing collection infrastructure
 - occurrence in the value chain

The objective of today's workshop is to progress our planning for the design and implementation of the PP5 Plant Packaging Recycling Program and commence the process of refining the Packaging Value Chain to the Horticulture industry and

mapping material flows, to underpin a number of the overarching themes identified in the first session.



Very little response from industry to the Pledge or the Open Industry Letter.

MATERIAL CIRCULARITY FOR PP PLANT PACKAGING

SHORT TERM:

- Roll out collection systems as widely as possible, to increase access and maximise recovery.
- Educate consumers to recycle pots / trays / stakes etc. - priming for potential expansion of collection program to incorporate other packaging materials?
- Explain how and why... industry should do this. Guidance to ensure most sustainable packaging choices.
- Commitment by industry to utilisation of PP as the primary polymer used in ornamental horticulture - Industry letter / statement



LONG TERM:

- Sector-based delivery of 2025 National Packaging Targets
 - 100% recyclable
 - 70% recycled
 - Average 20% recycled content for all PP packaging across the horticultural sector - > contributing to the achievement of the overall target of 50% average recycled content across all packaging.
 - Phase-out of problematic and unnecessary single-use plastic packaging
- Packaging advocacy from industry, to support industry decisions / position
- Considerations for other resource recovery / processing opportunities within the sector



Opportunities identified for PP5 Plant Packaging recovery and recycling,

We were just getting under way with the initiative when an opportunity too good to miss, presented itself in early July.

NATIONAL PRODUCT STEWARDSHIP INVESTMENT FUND



Australian Government
Department of Industry, Science,
Energy and Resources
Department of Agriculture,
Water and the Environment

Business

- Total funding package of \$20m
- Contributes to National Waste Policy 2019 Action Plan Target #3
80% average resource recovery rate from all waste streams following the waste hierarchy by 2030
- Funding round opened 9 July
- Submissions closed 21 August
- Approved programs to be announced approx. 12 weeks after closing ~ mid-late November
- Funding to commence from January 2nd 2021
- Funding requested - \$549,000 over 2 years



- Coincides with the National Product Stewardship Act review to improve industry-driven voluntary product stewardship programs
- Grant opportunity contributes to Target 3 of the Commonwealth Government's National Waste Policy Action Plan 2019, to deliver an 80% average resource recovery rate by 2030 across all waste streams.
- Greenlife responsible for approx. 10% of PP placed on Australian market – significant user as an industry
- Current recycled content rate in Australian made PP packaging already in excess of 55% - not a giant leap to bring that over the 80% target threshold for the sector through development of resource recovery program.
- POPPr Program was a perfect fit!
- **Funding opened on July 9** – mad scramble to get our ducks in a row ahead of **Aug 21st deadline...** we got ours in four hours ahead of deadline after some incredible mobilisation among the project team.
- ...but it must be said, we started ahead of the game thanks to much leg work already done by GIA, Garden City Plastics, Astron, Plantmark and Flowerpower, in trialling a model that could form the basis for a funded National Program in 2019 – we probably wouldn't have been in a position to complete a submission without that early work – thanks to everyone that was involved in proving the concept for us and in helping us get the details together to complete the submission – we felt it was quite compelling in the end, but we have to wait until mid-November to find out.
- APCO led the submission in partnership with GIA
- for APCO, it was complementary project to align with APCO Product Stewardship Centre of Excellence submission and a proactive way to deliver on the strategies outlined in Our Packaging Future
- For GIA, it presented an opportunity to progress industry sustainability under the 3rd Pillar of GIA's 2020-2023 Strategy and GIA will support the development of a governance framework through their Sustainability Committee – we will discuss that in more detail later in today's session.
- Large pool of applicants – we were #175 and our application was created 5 days ahead of deadline, so a big field.
- Formal support for the submission from Hort Innovation and The Landscape Association – demonstrated

strong, industry-wide engagement

- But now we have some work to do...

NATIONAL PRODUCT STEWARDSHIP INVESTMENT FUND



Development Stages	Key Activities	Jan 21 to June 21	July 21 to Dec 21	Jan 22 to June 22	July 22 to Dec 22
	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				

PoPPr
Program
Draft
Project plan

So after some careful evaluation, we have applied for \$549,000 to support the design and implementation of a national recovery and recycling program for PP Plant Packaging, over 2 years.

To accompany the PSIF submission, a high level project plan was developed.

Broken into 3 stages:

1. Business Case Development – 6 months – some work already being done, including this working group activities.
2. Scheme Design – 6-12 months
3. Scheme Implementation – phased - 12 months + ongoing expansion beyond funding period – national roll out.

Assuming that funding is granted, to get things ready for Jan 2nd, we need to develop the project plan for each of the three stages of the project in more detail.

We are going to break out the planning process for the three stages across three separate workshop sessions, and today we are working on Stage 1 – the development of the Business Case behind the program. This involves gathering a range of information, from investigation of global programs addressing this or similar resource recovery programs, product impact analysis – material comparisons for alternatives, infrastructure and stakeholder mapping, engagement strategies to validate the proposed approaches.

Today, we are aiming to gather our input into what we have, what we need and how we will gather and consolidate materials to build a strong stewardship model for the material.

You will note there is an item on the table onscreen, that is not included in the breakout group topics. Don't worry, we will look at that Material Flow analysis in more detail as a group, in the second half of the session, when we look at overlaying the Greenlife Supply Chain with the APCO Packaging Value Chain, so hold on for that... .

In a moment, you will see a box appear on your screen inviting you to move into a breakout group. We have

NATIONAL PRODUCT STEWARDSHIP INVESTMENT FUND



Polypropylene Plant Packaging Recycling (PoPPr) Program Product Stewardship Scheme Development – Two-Year Projected Activity Plan

January 2, 2021 to December 30, 2022

Development Stages	Key Activities	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	Desktop research – reports, websites, academic papers, international benchmarking				
	Scene Setting <ul style="list-style-type: none"> Current recycling status Operating environment 				
	Material flow analysis				
	Product impact analysis				
	Infrastructure mapping <ul style="list-style-type: none"> Research on industry capacity and capability for recovery 				
	Stakeholder mapping and engagement strategy				
	Industry engagement to agree on a collective approach to find solutions				

PoPPr Program Development Model – August 2020

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Project Planning - Breakout Groups

- **Group 1**
 - Desktop Research
 - Scene Setting
- **Group 2**
 - Product Impact Analysis
 - Infrastructure Mapping
- **Group 3**
 - Stakeholder Mapping / Engagement Strategy
 - Industry Engagement to agree Collective Approach to implementation



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In a moment, you will see a box appear on your screen inviting you to move into a breakout group. We have randomly allocated people to the three groups. If you would prefer to be in a different group, please click the red Leave Breakout Group button and you will return to the main room, where Song-Hee will help to put you into your preferred group.

Here we go...



A reminder: that each participant has been pre-assigned to one of the Project Area groups. Once the host opens the rooms, each participant will see a notification pop up, asking them to join their pre-assigned room.

Advise participants to click 'Join Room' – there may be a short waiting period – don't panic!

Advise them not to leave the breakout rooms during the session, or during the break

Advise participants that if they accidentally leave the breakout room, they can ask the host for help directly. If they accidentally leave the meeting, they will need to reconnect, which will return them to the main 'room', where they can ask the host for help directly.



This slide has animation – trying to cut down on file size.... The Groups fade in and out by clicking when in Presentation mode.



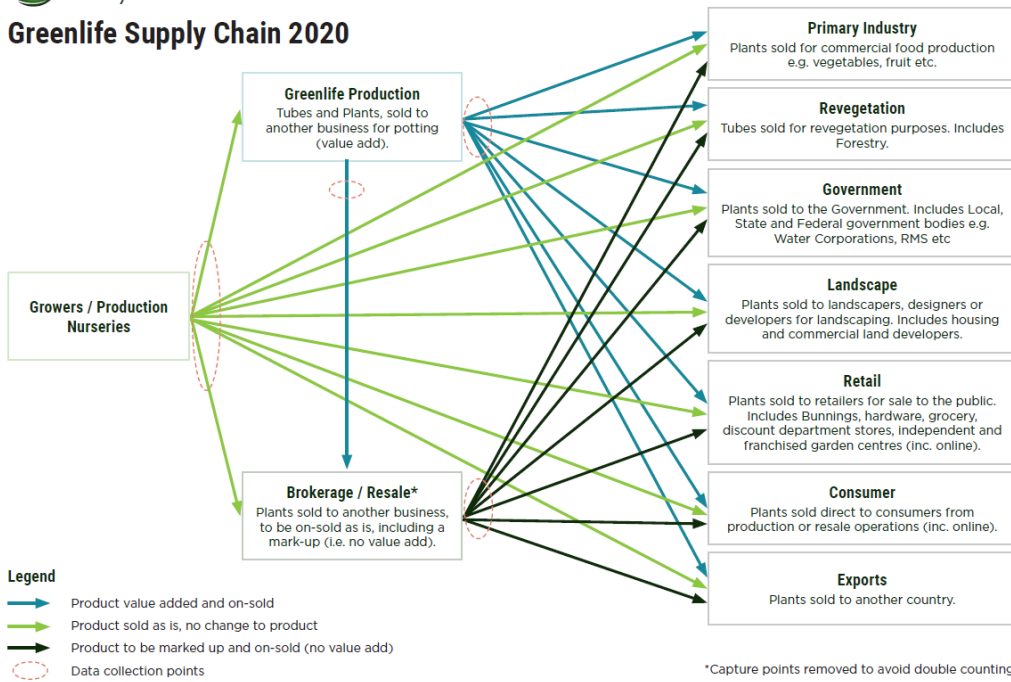
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Greenlife Supply Chain 2020

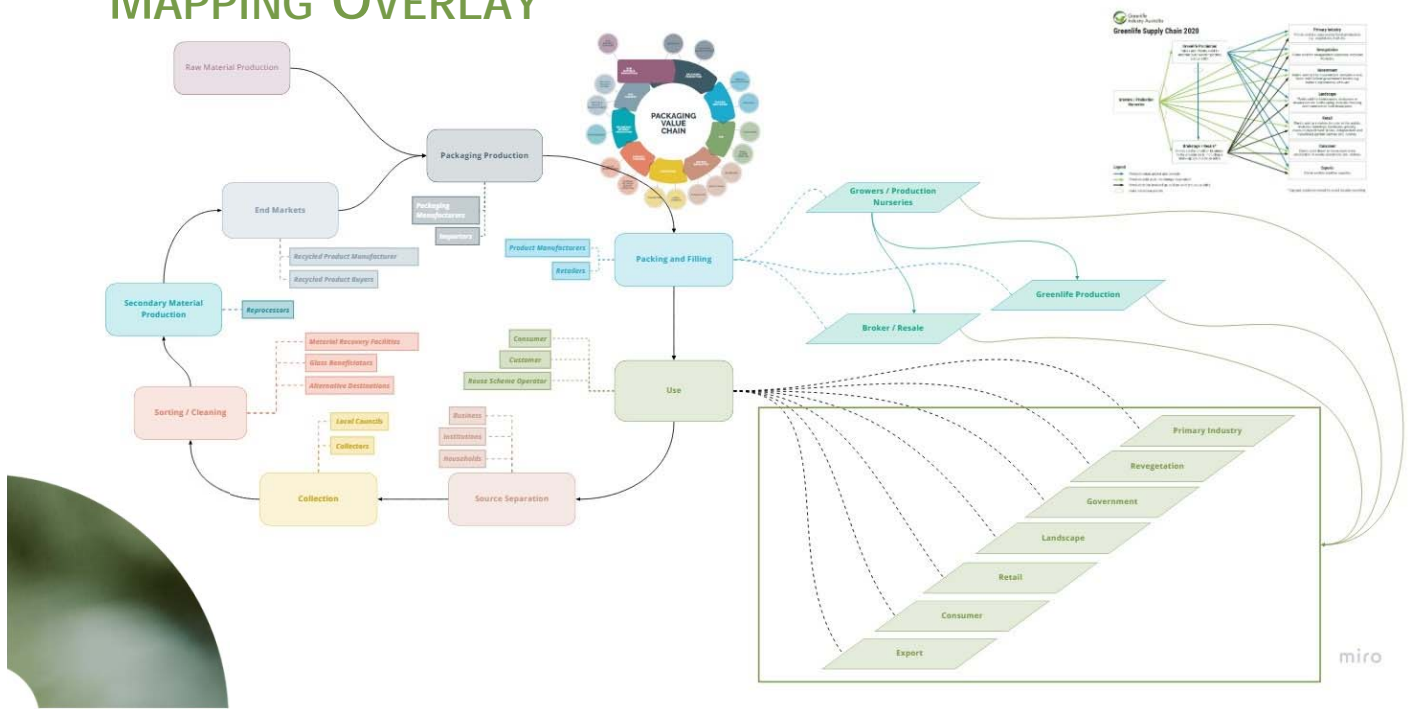


- Kobie to review GIA Supply Chain for newcomers

APCO PACKAGING VALUE CHAIN



MAPPING OVERLAY



GOTO Miro Board to review / amend overlay

WRAP UP / NEXT STEPS

- **Collate feedback from session**
 - Refine PoPPR Program project plan for Stage 1 - Development of the Business Case
 - Finalise Horticultural Supply Chain / Packaging Value Chain overlay in preparation for material mapping
 - Communicate updated materials with group for additional feedback.
- **Product Stewardship Investment Fund**
 - Communicate outcomes of funding submission - updates anticipated ~ w/c 16 Nov, at the earliest.
- **GIA PoPPr Program Working Group Expression of Interest**
 - PoPPr Program WG will support design and implementation of PoPPr Program.
 - Continue work on Greenlife Sustainability issues, including packaging, under GIA 2020-2023 Strategic Plan
 - EOI Survey - [link](#)
- **Next Meeting - TBC - proposed 11am - 1pm 24th November, 2020**





photo by baby_qb on Unsplash

Q&A

THANK YOU FOR JOINING US TODAY