



SUSTAINABLE PACKAGING IN HORTICULTURE INDUSTRY WORKSHOP

Friday, 19 June 2020 | 10am – 1pm

IMPORTANT TIPS FOR TODAY'S WORKSHOP:

- Please enter your full name and organisation in your Zoom profile, so we know who you are (you can do this via your Zoom Settings).
- Please use headphones/earphones for clarity of sound.
- Please set your microphone to mute, to avoid background noise,
- Please use the chat box to say 'hello', tell us where you're from and to submit questions during the group discussions.
(We will be encouraging dialogue during the breakout groups later in the session)

AGENDA

- 10.00am ZOOM Check – how today's session will run
- Who are we?
- 10.05am
- *Garden City Plastics*
 - *APCO*
 - *Greenlife Industry Australia*
- 10.20am Why are we here? What are we trying to address?
- 10.50am What we're aiming to achieve
- 11.05am What's happened so far...
- 11.25am **Comfort Break**
- 11.40am What else can we do? (Interactive session + report back)
- 12.40pm Q&A / Next Steps / Wrap Up
- 1.00pm Session Close





Photo by baby_qcl on Unsplash

WHO ARE WE?

Matthew Mills

National Sales and Marketing Director
Garden City Plastics (GCP)




Garden City Plastics

- Manufacturer of Australian Made Hort Pots & Containers
- Family Owned and Operated
- Manufacturing in Dandenong Vic
- Distributing to all States and N.Z



GCP's involvement

- Today we recycle over 8M Kgs of BLACK PP5 per year – PIR
- Desire to increase Total Recycle Volume – PHR
- Guaranteeing to be the customer = Closed Loop 
- Be a partner to Greenlife Producers



Listening & Acting

- Listening
 - Taking feedback from customers across Australia
 - Desire to take more Sustainable steps as businesses
 - Uncertainty about the need for alternatives



Listening & Acting

- Acting
 - Adding Value with Progress
 - Post Consumer Recycling PCR
 - Single stream Recyclable Plastic in Horticulture PHR
 - Engaging every major PP5 supplier
 - Creating a network
 - Production
 - Retail
 - Recyclers
 - Nat Packaging Targets
 - Helping our neighbours
 - New Zealand distributors
 - Recycled export



Engaging to Inform

- Partnerships for Education
 - GIA & HIA
 - APCO
 - Norwood Industries
 - Flower Power & Plant Mark
 - Andreasen's, Westland, Waratah, Daltons



Photo by baby_qcl on Unsplash

WHO ARE WE?

Jayne Paramor

Sustainability Partnership Manager

Australian Packaging Covenant Organisation (APCO)

Working towards **REDUCING THE ENVIRONMENTAL IMPACT OF PACKAGING** in Australia

Sustainable Packaging in Horticulture – Industry Workshop

19 June 2020

Jayne Paramor
Sustainability Partnership Manager

Australian Packaging Covenant Organisation (APCO)

The Australian Packaging Covenant Organisation (APCO) partners with government and industry to reduce the harmful impact of packaging on the Australian environment.



Who does the Covenant apply to?

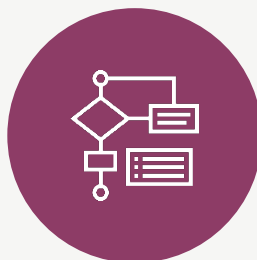
The Covenant applies to all businesses in the packaging supply chain (with a turnover greater than \$5 million), including businesses that sell packaging or packaged products to other businesses or individuals.



**focuses on four
key areas**



Packaging design We help organisations to create packaging that is reusable, recyclable or compostable in the Australian waste and recycling system.



Systems We help organisations to create the operational systems and capacity building required to make their packaging more sustainable.

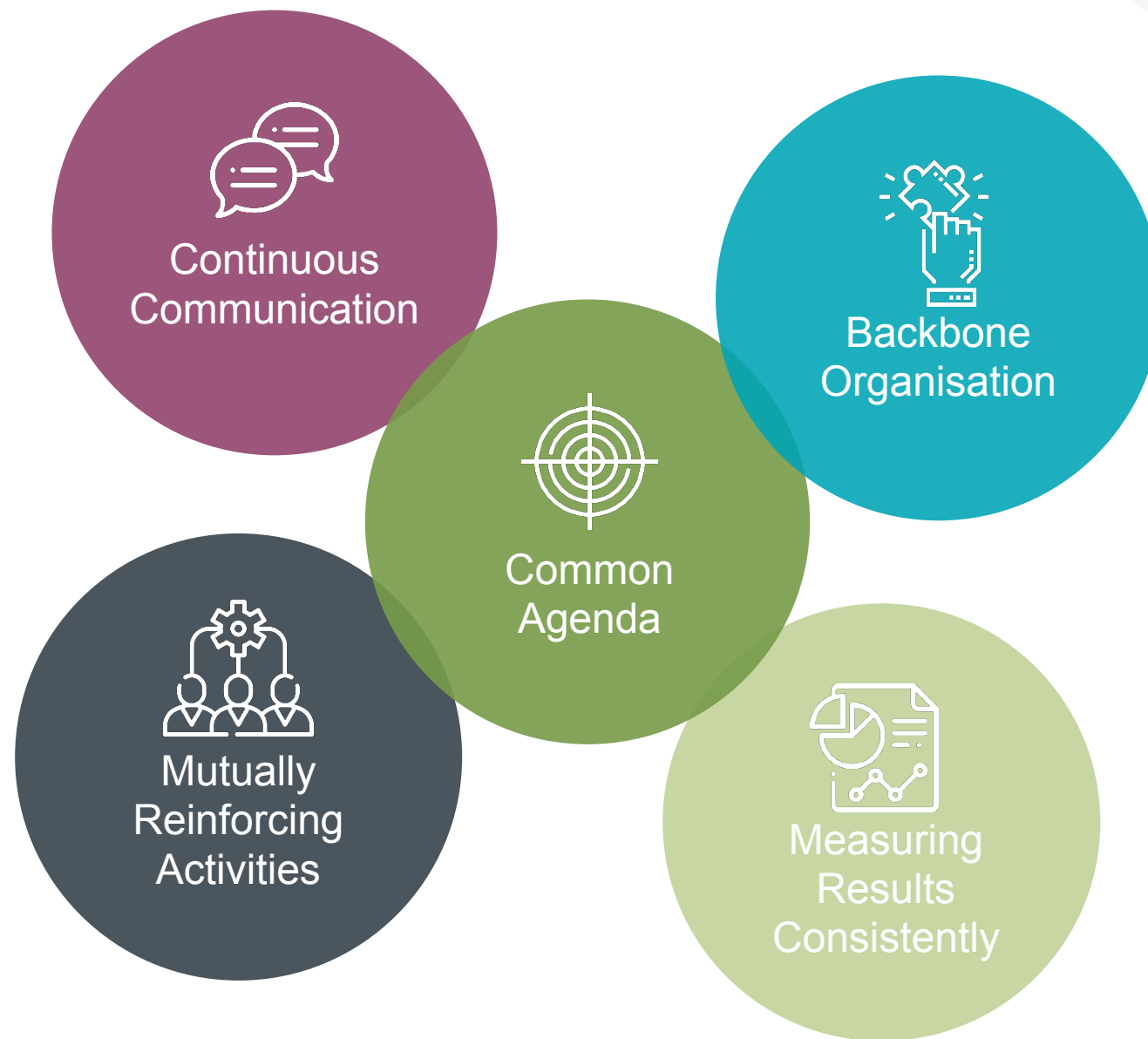


Education We drive the education required to empower businesses, stakeholders and their communities to change their approach to packaging.



Material circularity We support the technological and market-place initiatives required to develop commercially viable outputs and end markets for recycled material.

The Collective Impact Model





**SUSTAINABLE PACKAGING
COALITION®**



ELLEN MACARTHUR FOUNDATION



**SUSTAINABLE
DEVELOPMENT GOALS**



**Global Compact
Network Australia**

**PLASTICS
PACT**



wrap

**THE
PACKAGING
FORUM**



Global partnerships



WHO ARE WE?

Peter Vaughan

CEO

Greenlife Industry Australia (GIA)

Sustainable Packaging in Horticulture Industry Workshop

Friday, 19 June 2020 | 10am – 1pm



Greenlife
Industry Australia

Who are we?

Greenlife Industry Australia

How did we get here and Who are we?

- Started 16 years ago
- Restarted 4 years ago in earnest
- 3 Committees, 4 Consultants, 4 Reports, 3? Proposed Structures, Information Memorandum, 1 Vote
- 90% support of members to establish Greenlife Industry Australia



Nursery & Garden Industry
Australia

Transition 2019/20



Greenlife
Industry Australia

Greenlife Industry Australia - Strategy

Greenlife Industry Australia Strategic Plan 2020-2023

This is the first strategic plan for Greenlife Industry Australia (GIA), the peak body for the greenlife industry in Australia which commenced operations in July 2019. The strategic plan sets the 2020-2023 priorities for the organisation and this summary provides an overview of the identified activities required to capitalise on industry opportunities and deliver the five strategic imperatives over the next three years.



Greenlife Industry Australia

Vision

A resilient and adaptable industry where businesses are empowered to enrich lives through a commitment to liveable cities, healthy environments and food security

Mission

Dedicated to the advancement and promotion of our industry and businesses through focused leadership, collaboration, advocacy, education, innovation and market development

2019

- New Industry Structure
- Plants Produced: 2.03 billion
- Nursery Gate Value: \$2.44 billion
- Establish a Grower Register

2020

- Strategy 1** - Influence policy and programs to benefit the greenlife sector
- Strategy 2** - Promote the benefits of the greenlife industry
- Strategy 3** - Manage risks to ensure industry sustainability
- Strategy 4** - Develop industry skills and career opportunities
- Strategy 5** - Secure a strong stakeholder and funding base

2023

2040

- Profitable and Truly United Industry
- Plants Produced: 3.3 billion
- Nursery Gate Value: \$4.3 billion
- Total Product Traceability



Greenlife Industry Australia Strategic Imperatives 2020-2023

Imperative	Activities	KPIs	Measure
Advocacy 1	<ul style="list-style-type: none"> Advocate to governments and influencers to obtain positive outcomes for the greenlife industry Collect and analyse the data required to formulate industry strategy and policy positions Form alliances with other industry groups 	<ul style="list-style-type: none"> National industry policies established on key issues Alliances formed with 5 national bodies Annual reports published by GIA detailing outcomes for the industry 	<ul style="list-style-type: none"> Board approved policies developed Alliances established Board approved reports published
Promotion 2	<ul style="list-style-type: none"> Promote the size, importance and benefits of the greenlife industry Engage and interact with Association members to develop a national communications matrix Facilitate the use of a common language between growers and all other parts of the value chain 	<ul style="list-style-type: none"> 3% cumulative annual growth rate National communication strategy Common language/ messages, developed in consultation with Association members 	<ul style="list-style-type: none"> Industry statistics survey Board approved strategy developed Common language agreed by GIA and Association Member Boards
Sustainability 3	<ul style="list-style-type: none"> Develop an industry sustainability framework Set ambitious waste reduction and emissions targets Transition to the Australian Plant Production Standard (APPS) incorporating environment, plant protection and biosecurity and best management practices 	<ul style="list-style-type: none"> Industry sustainability framework established and adopted Australian Plant Production Standard covers 80% of volume of production Industry support the development of a grower register 	<ul style="list-style-type: none"> Board approved framework developed and rolled out APPS certified businesses' production as a % of total production Grower register established
Careers 4	<ul style="list-style-type: none"> Develop tools and materials that help Association members to promote greenlife careers Work with the Federal programs and higher education sectors to ensure qualifications meet industry needs Offer professional development programs to industry participants 	<ul style="list-style-type: none"> 90% (78% currently) of greenlife businesses employ qualified horticulturists Career path strategy for the greenlife industry developed Highly regarded education and training programs 	<ul style="list-style-type: none"> Industry statistics survey Board approved strategy Programs in place
Funding 5	<ul style="list-style-type: none"> Provide excellent service, value and benefits to members Recruit to GIA or develop strong alliances with other greenlife bodies Seek additional revenue 	<ul style="list-style-type: none"> GIA remains financially viable Membership and sponsorship revenue increase annually All Associations are members 	<ul style="list-style-type: none"> Profit and loss statement Board approved member engagement and partnership strategy Association membership

Strategic Imperatives:

1. Advocacy
2. Promotion
3. Sustainability
4. Careers
5. Funding

Greenlife Industry Australia - Strategy

Strategy 3 – Sustainability

To manage risks to ensure industry sustainability:

What – Develop an industry sustainability framework; Set ambitious waste reduction and emissions targets; Transition to the Australian Plant Production Standard (APPS)

Why – To develop and enhance our environmental credentials

How – Establish the framework; Encourage greater adoption of Australian Plant Production Standard; Establish a grower register



WHY ARE WE HERE?
WHAT ARE WE TRYING TO ADDRESS?

Jayne Paramor

Sustainability Partnership Manager

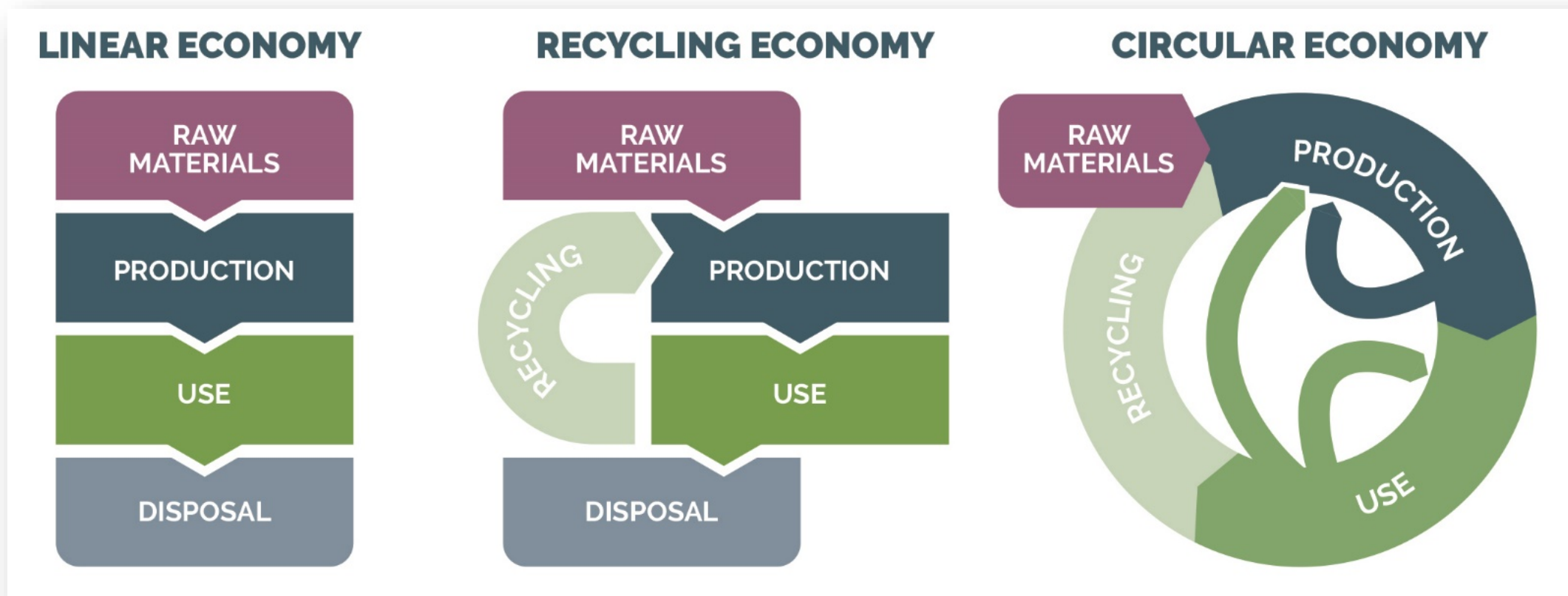
Australian Packaging Covenant Organisation (APCO)



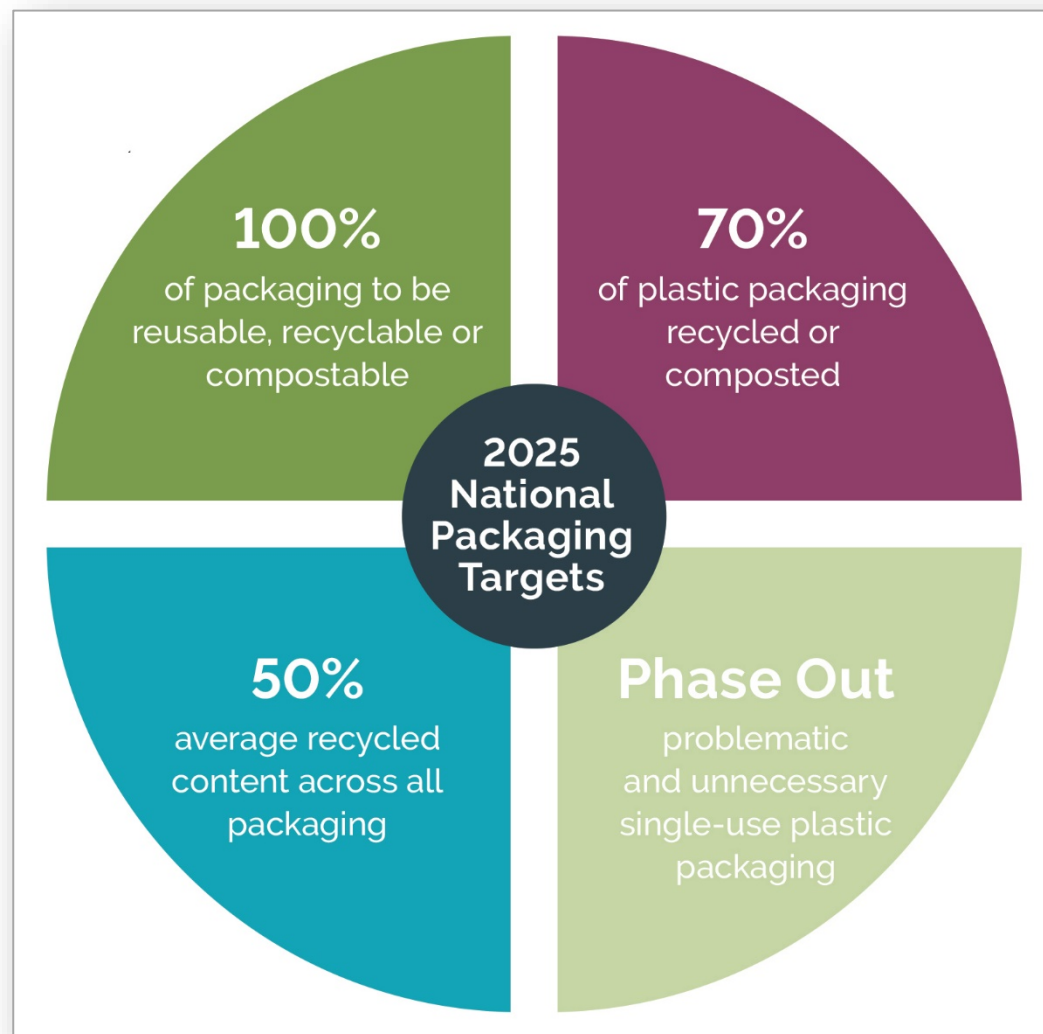
The Vision for Our Packaging Future

The whole packaging value chain collaborates, to keep packaging materials out of landfill, and maximise the circular value of the materials, energy and labour within the local economy.

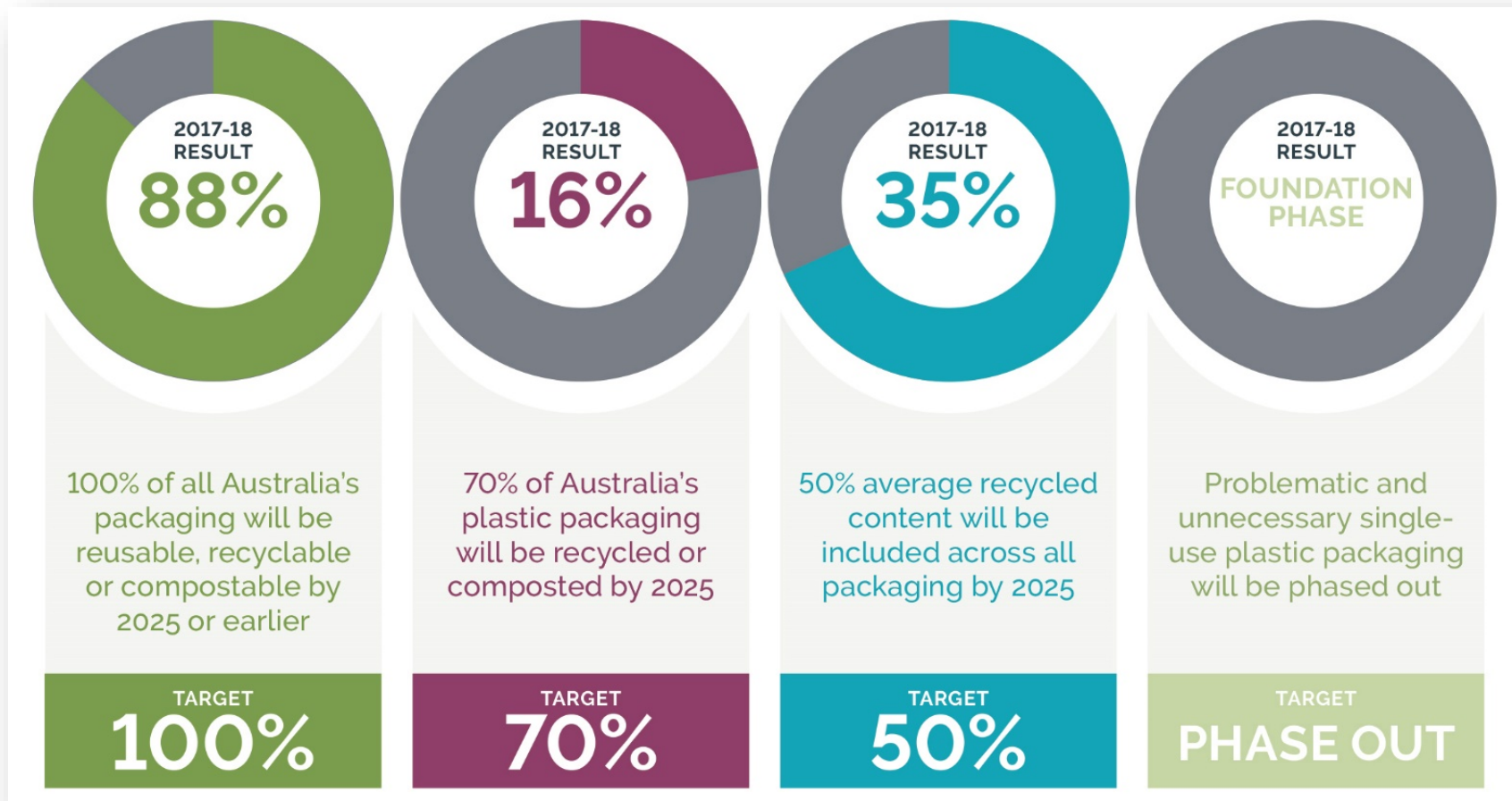
Towards a Circular Future



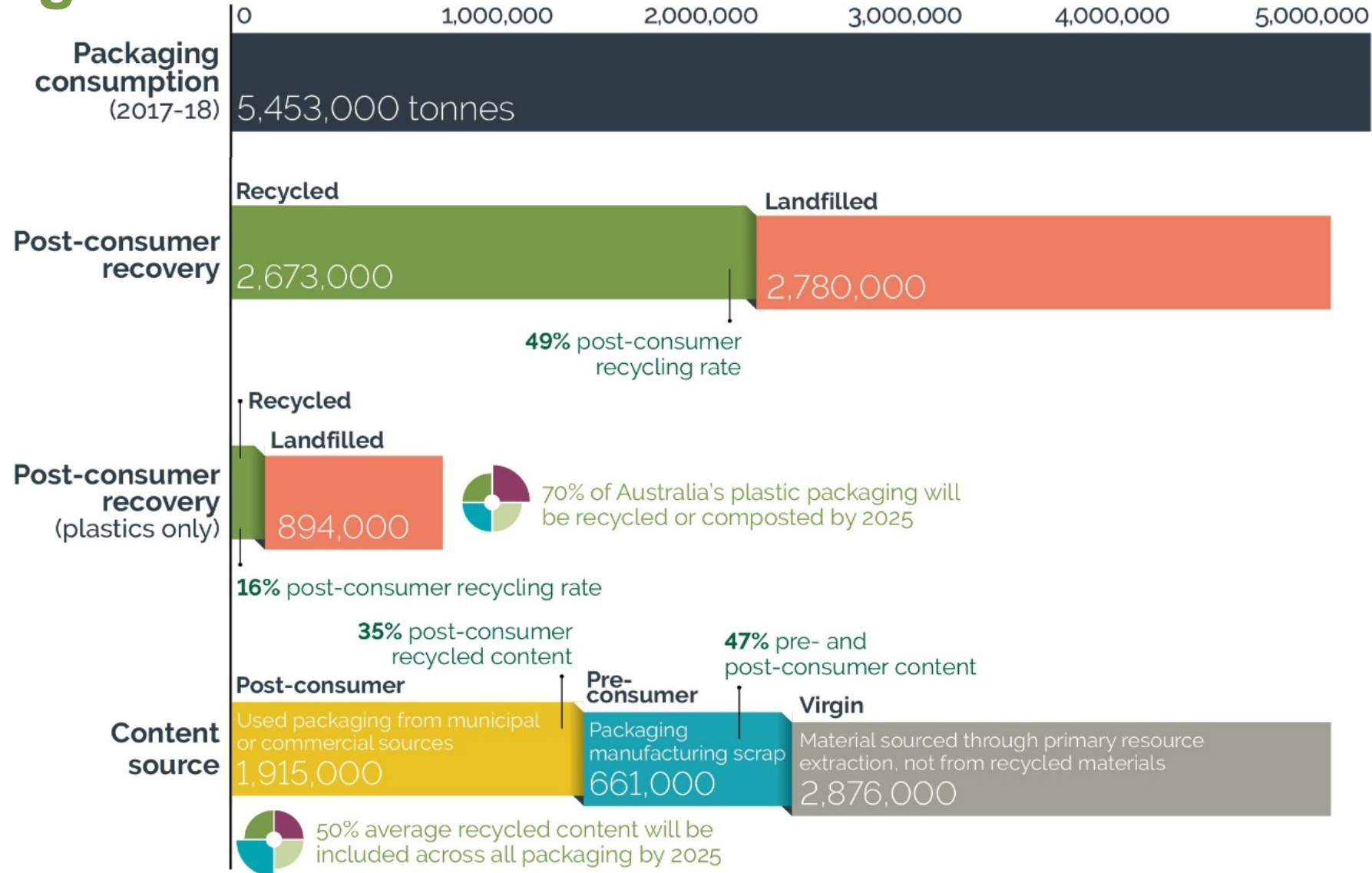
2025 National Packaging Targets



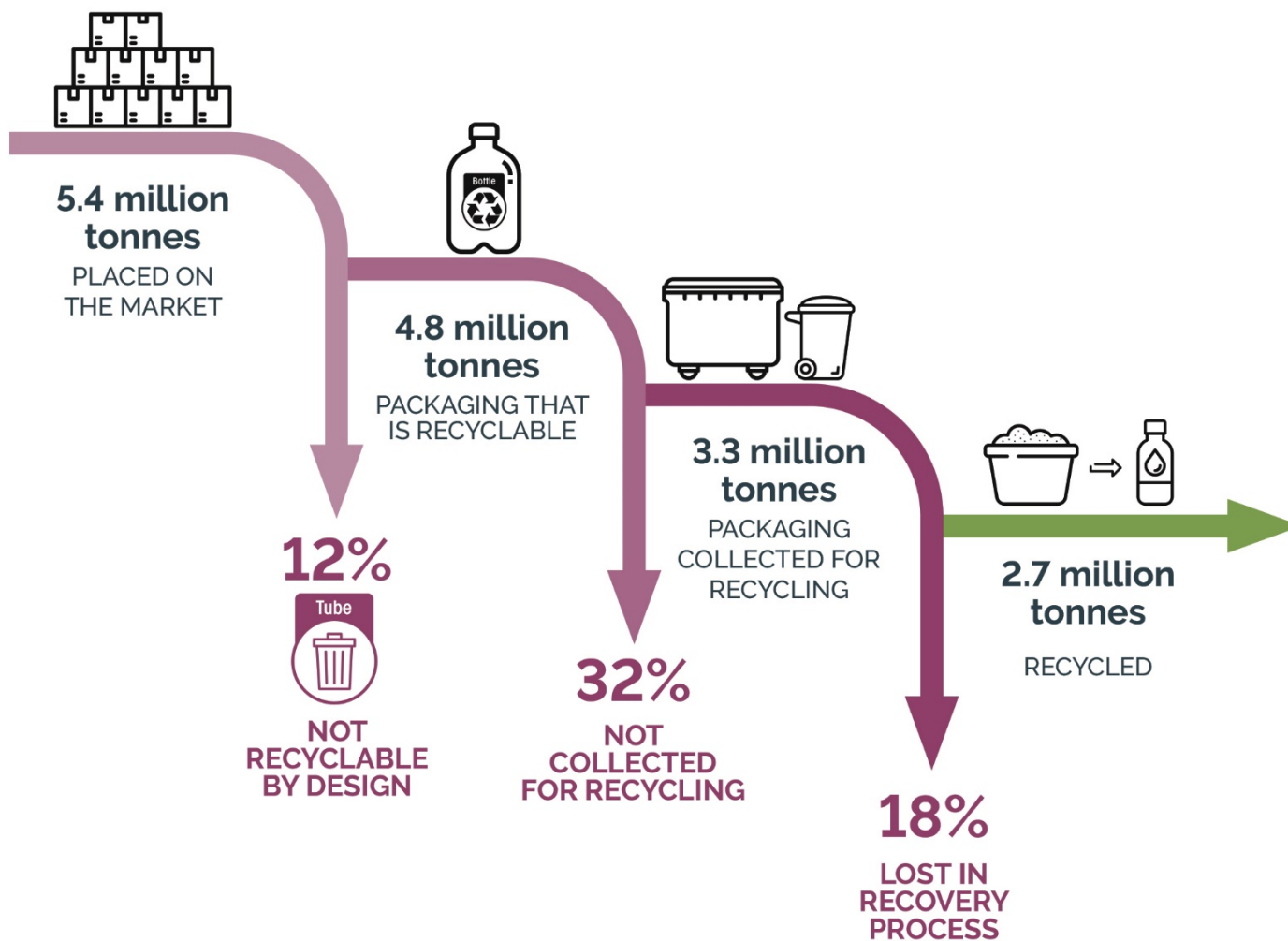
How are we tracking?



How are we tracking?

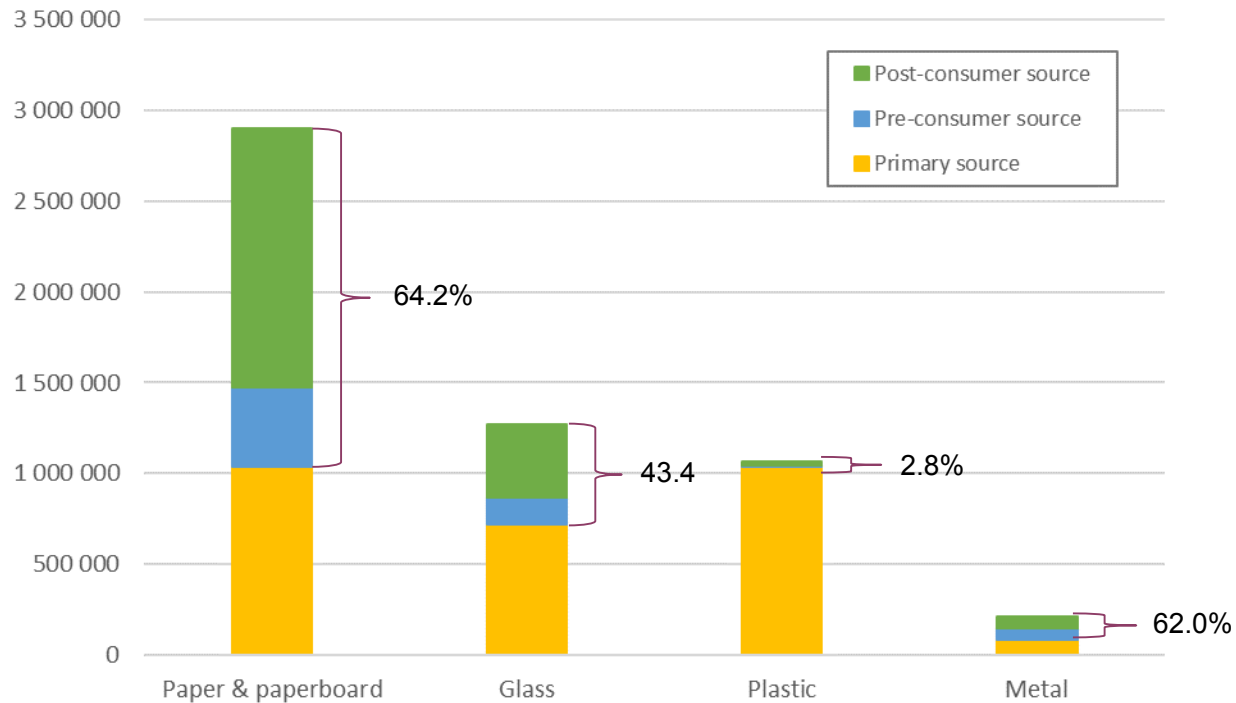


Material Flows – 2017-18



How are we tracking?

Recycled Content by material group

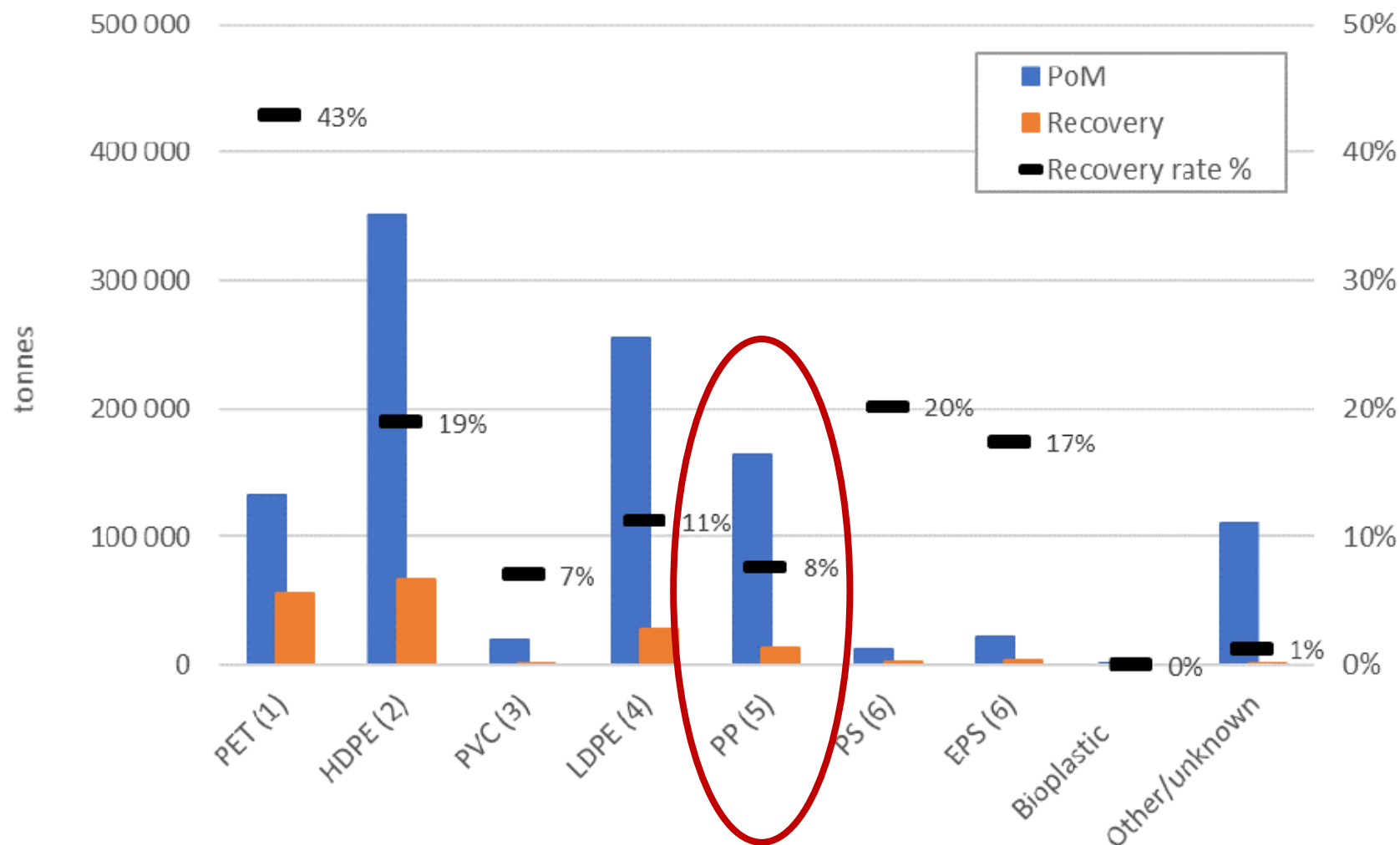


Overall recycled content rate (pre- and post-consumer) ~
47%

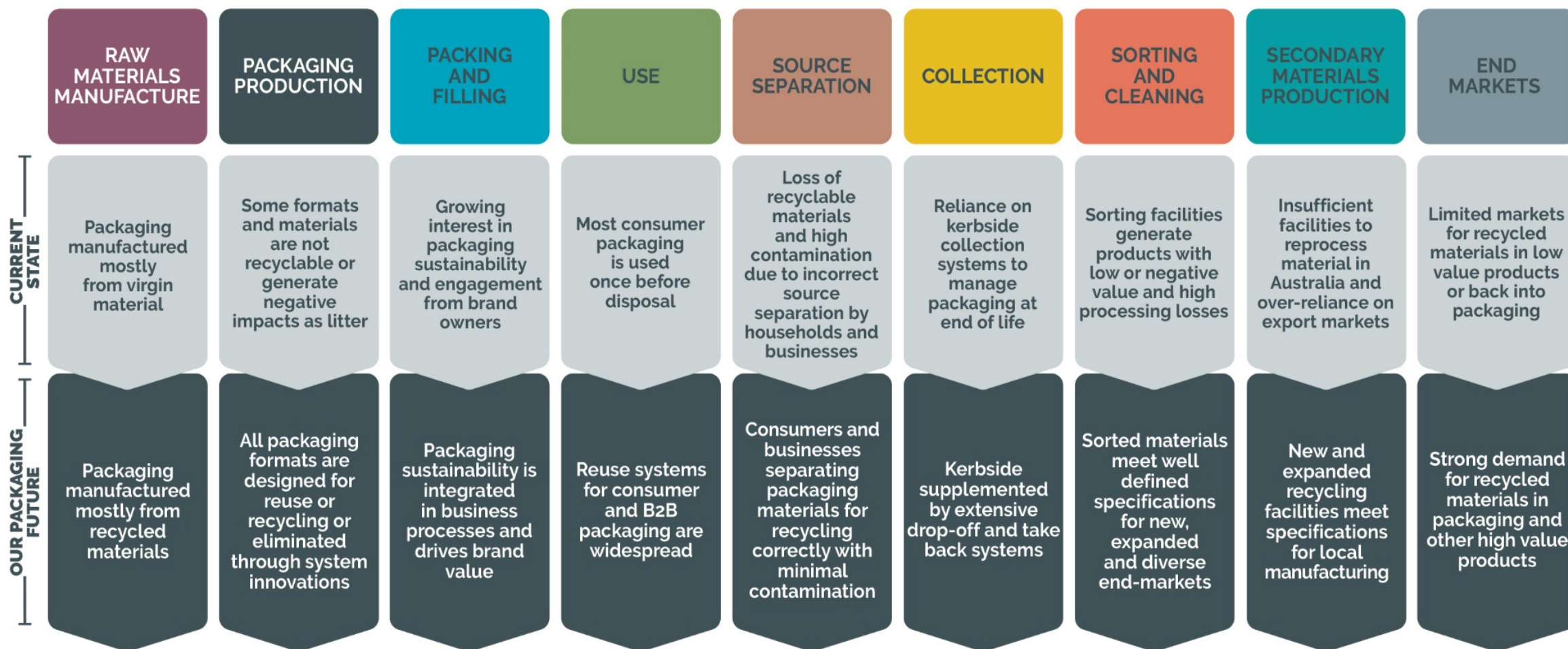
Material group	Post-consumer	Pre-consumer	Primary	Total
	(tonnes)	(tonnes)	(tonnes)	(tonnes)
Paper and paperboard	1 421 000	441 000	1 038 000	2 901 000
Glass	407 000	146 000	720 000	1 273 000
Plastic	23 000	7 000	1 037 000	1 067 000
Metal	64 000	68 000	81 000	213 000
Total (tonnes)	1 915 000	661 000	2 876 000	5 453 000
Total (%)	35.1%	12.1%	52.7%	100.0%

Post-consumer recovery rate 2017-18

PLASTICS BY POLYMER GROUP



Towards 2025 for the Packaging Value Chain






Towards 2025 for the Packaging Value Chain



Collective Impact Framework



The Collective Impact Framework Outcomes	The Collective Impact Framework Strategies	2025 National Packaging Target
 <p>OUTCOME ONE PACKAGING DESIGNED FOR CIRCULARITY</p>	<p>1.1: Reduce packaging through design and innovation</p> <p>1.2: Phase out problematic and unnecessary single-use plastic packaging</p> <p>1.3: Increase the proportion of reusable packaging</p> <p>1.4: Design for material recycling</p> <p>1.5: Design for compostability where appropriate</p>	<p>100% reusable, recyclable or compostable packaging</p> <p>50% of average recycled content included in packaging</p> <p>The phase out of problematic and unnecessary single-use plastics packaging</p>
 <p>OUTCOME TWO IMPROVED COLLECTION AND RECYCLING SYSTEMS</p>	<p>2.1: Standardise kerbside collection systems</p> <p>2.2: Expand drop-off and take back systems for packaging</p> <p>2.3: Improve the infrastructure for sortation and recycling</p> <p>2.4: Educate households and businesses to source separate effectively</p>	<p>100% reusable, recyclable or compostable packaging</p> <p>70% of plastic packaging being recycled or composted</p> <p>The phase out of problematic and unnecessary single-use plastics packaging</p>
 <p>OUTCOME THREE EXPANDED MARKETS FOR USED PACKAGING</p>	<p>3.1: Increase recycled content in packaging</p> <p>3.2: Increase use of recycled packaging materials in other products and civil construction</p>	<p>100% reusable, recyclable or compostable packaging</p> <p>50% of average recycled content included in packaging</p>

On behalf of Australia's Meeting of Environment Ministers – 8 November 2019



**THE HON SUSSAN LEY MP
MINISTER FOR THE ENVIRONMENT
MEMBER FOR FARRER**

“Ministers look to APCO... and we encourage you to be even more ambitious when reviewing targets to ensure they remain appropriate.

Ministers are calling on APCO to significantly increase recycled content targets within specific packaging materials, especially plastics, fibre and glass beyond current levels.

Ministers expect a greater than 50 per cent recycling target for fibre and glass should be examined along with a significantly improved target for the plastics stream”.



Materials Breakdown

Towards the Recycled Content Targets

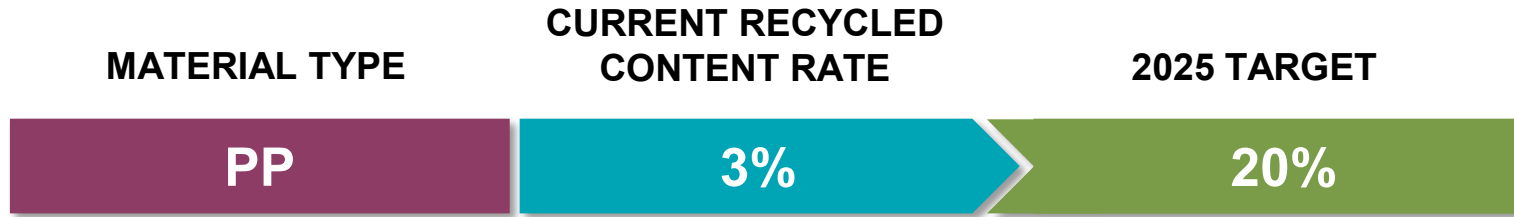


MATERIAL TYPE	CURRENT RECYCLED CONTENT RATE	2025 TARGETS
ALL PACKAGING	35%	50%
PLASTICS	2%	20%
PET	12%	30%
HDPE	2%	20%
PP	3%	20%
FLEXIBLE PLASTICS	UNKNOWN	10%
PAPER	49%	60%
METALS	30%	35%
GLASS	32%	50%

- Original overall target of 30% recycled content already achieved
- APCO undertook a significant consultation and industry engagement process to establish an ambitious new set of recycled content targets.
- Updated targets – by material
- New material-specific targets for plastics, including flexible plastics

Materials Breakdown – PP

Towards the Recycled Content Targets



OPPORTUNITIES:

- Widely used in business applications – improve business collection to increase recovery rates
- Widely used in non-food applications – increase production of recycled resin for non-food rigid applications
- Expand MRF capacity to sort for PP to expand acceptability and divert to mono-material stream for recovery

Towards 2025 for the Priority Materials

PACKAGING TYPES

EXAMPLES

PRIORITY SOLUTIONS

FRAGMENTABLE PLASTICS

Plastics with additives to accelerate fragmentation into smaller pieces, e.g. oxo-degradable bags



ELIMINATE

remove from the system and utilise recyclable or certified compostable materials

EPS FOOD SERVICE

Cups, clamshells, trays and other consumer packaging made from EPS



REDESIGN

packaging formats, material types and/or delivery models

EPS LOOSE FILL

Packing 'peanuts' or similar used to protect products in transport



INNOVATE

materials and formats to deliver the same protective function

LIGHTWEIGHT PLASTIC BAGS

Single-use bags under 35 micron



REPLACE

actively explore reusable alternatives or elimination

UNCOMMON OR PROBLEMATIC MATERIALS

Rigid PVC & PS, multi-material soft plastics, opaque PET, carbon black



INVESTIGATE

actively explore the priority of addressing these materials



**WHY ARE WE HERE?
WHAT ARE WE TRYING TO ADDRESS?**

Matthew Mills

National Sales and Marketing Director
Garden City Plastics (GCP)

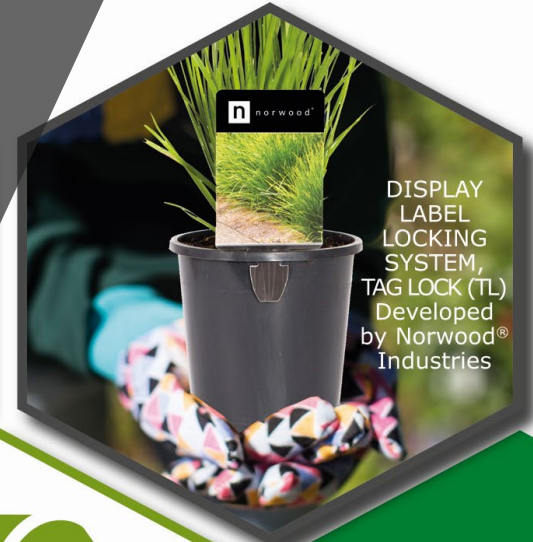
Closed Loop
Polypropylene.....

An Australian
Resource



Background thoughts

- The feel good trap!
 - Compostable means more than we think.
- The situation in Hort packaging today
 - Post Industrial PP5
 - PP5 / other mixed plastics
 - Price driven imports
- The desire for tomorrow
 - Post Grower PP
 - Post Consumer PP
 - Our Continent in mind



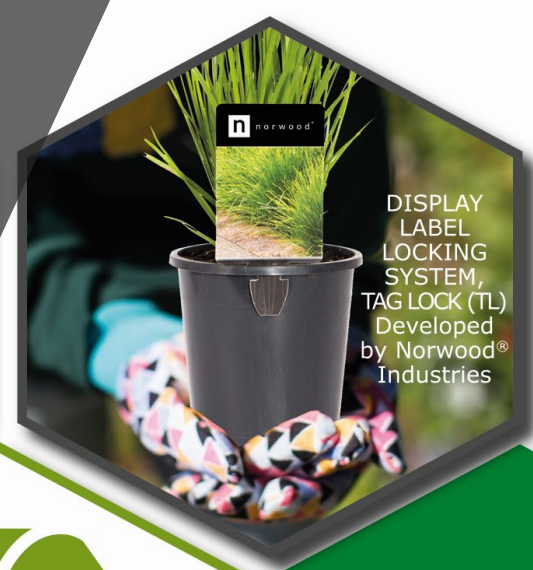
The Background

- Why a Closed Loop?
- Who is responsible
 - Who is activated?
- Where is this leading
 - A Greenlife Industry Framework



Grower realities

- Stock Piles in Nurseries
- No Clear recycling method or info
 - Colour & Black @ MRF's
- Restlessness to do better
 - Biodegradable / Compostable
 - PP5 very recyclable
 - no impact on other resources
- Willingness to co-operate & bridge gaps





WHAT WE'RE AIMING TO ACHIEVE

Photo by baby_qcl on Unsplash

Material Circularity for Polypropylene Plant Pots



OPPORTUNITIES:

- A sustainable, profitable or cost-neutral circular economy model for PP pot recycling in Australia
- Maximise resource recovery potential for PP – drive end-market for PP with potential impact across other sectors.
- Develop confidence and ambition within the sector
- Extend existing initiative to achieve national access to recycling for PP pots and peripherals (consumer and industry)
- Create foundation to expand focus to other sector-specific challenges
- Consumer education on recycling pathways for pots,
- Industry collaboration and commitment to improving resource recovery outcomes across the sector
- Targeted industry-specific education / resource development on implementing sustainability along the horticultural packaging value chain

Material Circularity for Polypropylene Plant Pots

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



Photo by Annie Spratt on Unsplash

Material Circularity for Polypropylene Plant Pots



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



Greenlife
Industry Australia



AUSTRALIAN PACKAGING
COVENANT ORGANISATION

Photo by baby_qcl on Unsplash

WHAT'S HAPPENED SO FAR?

THE GREENLIFE PROJECT

Matthew Mills

National Sales and Marketing Director
Garden City Plastics (GCP)

The Path to Change

- Growers, Landscapers & Industrial
 - Met to discuss Closed Loop Nov 2019
 - GIA Conf March discussion + Presentation
 - MIFGS – public awareness - cancelled
 - Channelling PHR to destinations
 - Some large production nurseries V, T, N, Q



Who's already aboard

- Retail

- Plantmark Vic, Nsw, Qld
- Flower Power Nsw
- Other Trial sites – Vic & Tas



Networks

- Location list

- 32 sites All states excl ACT & NT
- Qld – Wacol, Brendale, Merrimac
- NSW – Seven Hills, Ingelburn, Narrabri
- WA – Forestdale, Welshpool
- Vic – Braeside, Langwarrin, Thomastown, Werribee, Wantirna
- Tas – Devonport, Hobart, Launceston
- SA - Kilburn
- NZ – Auckland Matamata wellington

- Recycling Partners

- Astron Sustainability
- Polymer Processors

- Website Signage and AV

- Norwood Industries
- www.PP5.com.au
- Change.org page



DISPERSED
LABEL
LOCKING
SYSTEM,
TAG LOCK (TL)
Developed
by Norwood®
Industries



In Discussion:

- Parties already engaged.....

- APCO
- GIA
- HIA
- CSIRO
- Pharmaceutical
- Planet Ark
- Greening Australia
- Major Retail
- Berry Industry
- Cannabis Industry



Responsibility... a Simple Change

- Collection, pickup & Framework
(How we make it work this time)

- Check
- Knock out
- Stack together



Responsibility... a Simple Change



GROW-LOOP
LET'S ALL GROUP & SUPPORT THE GROW LOOP

1. CHECK FOR PP5 LOGO
Check your product for the pp5 logo
• For tags look at the base
• For pots check the bottom.

2. REMOVE ALL SOIL
Remove all excess soil on pots and tags so they are as clean as possible.

3. STACK POTS & TAGS
• Stack pots as best you can
• Place loose tags in the recycling bin

flowerpower Visit pp5.com.au for more info.





COMFORT STOP (15 MIN)

Photo by baby_qcl on Unsplash



Photo by baby_qcl on Unsplash

WHAT NEXT? A FEW IDEAS...



The Industry Pledge



“As companies, and as an interconnected network of participants in the ornamental horticulture industry, we declare our unified commitment to help create a closed loop for plastic materials used in horticultural plant packaging across Australia.

Recognising the economy, suitability and repeated recyclability of Polypropylene (PP) as a packaging material, we work and will continue to work towards industry harmony in the use of PP as the preferred material for plastic packaging in ornamental horticulture, labelling and distribution systems, to enable an industry-wide closed loop packaging system for ornamental horticulture.

We will tell the story behind our choices to our supply chain and to our customers and encourage active participation in existing and future recycling programs, to improve recovery and reprocessing of PP packaging materials.

We will help to improve plastics recovery, build domestic plastic processing capacity, keep recyclable plastics out of landfill and drive increased use of recycled plastics in ornamental horticulture packaging, in support of the 2025 National Packaging Targets.”



The Industry Pledge – Sign Up is EASY!



1. Visit the PP5 website: <https://pp5.com.au/>
2. Fill in your details
3. Upload your company logo for inclusion on scrolling banner of pledging companies (optional – JPG or PNG file format)
4. Access Pledge Logo, for use in business collateral to identify your participation in the recycling program
5. Implement actions recommended for your position in the Packaging Value Chain
6. Engage and encourage other participants in the Value Chain to participate in the recycling program

The screenshot shows the PP5 website's sign-up form. At the top, there is a 'CLOSE' button. Below it, a paragraph states: 'As companies, and as an interconnected network of participants in the ornamental horticulture industry, we declare our unified commitment to help create a closed loop for plastic materials used in horticultural plant packaging across Australia.' This is followed by two paragraphs of text explaining the industry's commitment to Polypropylene (PP) as a preferred packaging material and the goal of creating a closed loop packaging system. The form itself consists of several input fields: 'Business Name', 'Contact Name', 'Contact Email', 'Contact Phone', and 'Business Address'. Below these is a dropdown menu for 'Would you be interested in a collection bin?' with 'YES' selected. There is an 'Upload your logo' section with a 'Select File' button. At the bottom, there is a 'Submit' button. The form is overlaid on a browser window showing the PP5 website's homepage, which includes a scrolling banner of pledging companies.

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Business Name

Contact Name

Contact Email

Contact Phone

Business Address

Would you be interested in a collection bin?

YES

Upload your logo

Select File

By submitting this application, you agree to support the PP5 closed loop movement! No financial commitment is required, you just have to use PP5 where you can in your nursery!

Our goal is to eventually have all PP5 recycled and reused in Australia.

This includes all pots and tags!

Thanks for your support.

The PP5 team

Submit



Delivering on the Industry Pledge

What can you do?



PACKAGING MANUFACTURERS

- Sign the Industry Pledge & display pledge logo on business collateral
- Identify sources of recycled polypropylene for use in plant packaging manufacture
- Evaluate / implement changes required to utilise recycled PP
- Increase use of recovered Polypropylene in manufacture of plant packaging and labelling

RETAILERS

- Sign the Industry Pledge & display pledge logo on business collateral
- Evaluate / recognise changes required to utilise recycled PP
- Place bins or collection points at store
- Display signs and educate staff to ensure sorted PP5 is collected as needed



LANDSCAPERS

- Sign the Industry Pledge & display pledge logo on business collateral
- Monitor which plastics are used on site
- Evaluate supply of packaging types from growers
- Where possible implement changes to utilise recycled PP
- Commit to collection, sorting, stacking and return of Pots and labels for recycling

CONSUMERS

- Look for plant packaging made in Australia from (recycled) polypropylene
- Talk to your favourite plant supplier about whether they could become a PP5 collection point
- Find out where your local PP5 plant pot collection site is, via PP5.com.au.
- Check, Knock out, stack up and return PP5 to a collection point



Another step – Open Industry Letter

Encourage National Participation



Australia's ornamental horticulture industry is a vital contributor to the social, economic and environmental wellbeing of the nation. In addition to providing significant regional and urban employment opportunities across a diverse value chain, ornamental horticulture enables the beautification of private and public landscapes, encourages physical health and engagement with the natural environment, and helps to address environmental challenges, such as urban heat islands and water-sensitive urban design.

Currently, more than 80% of plant packaging used by the Ornamental Horticulture industry is manufactured from Polypropylene (PP - Plastic Identification Code #5), including pots, trays, stakes and tags. A lack of accessible collection infrastructure through household recycling schemes has resulted in much of this material being either exported for down-cycling with other mixed plastics, or sent directly to landfill.

As a substantial user of this versatile material, the ornamental horticulture industry is perfectly positioned to close the loop on PP plant packaging by providing widespread access to aid recovery and through the purchase of recycled packaging utilising recovered PP.

Local pilot programs undertaken during 2019 demonstrated a viable collection pathway for these packaging materials to be recycled repeatedly into new plant packaging in Australia. This initial effort has already led to improved PP recovery and local reprocessing, resulting in an increasing quantity of recycled Polypropylene going back into horticultural packaging. With industry support, we can expand this system nationally and achieve a circular economy for all plastic plant packaging in Australia.

We call on the Australian Ornamental Horticulture industry to publicly commit to closing the loop on Polypropylene plant packaging and drive sustainable packaging across the sector.

To enable the rollout of a national scheme, we ask all participants along the Ornamental Horticulture value chain in Australia to:

1. PLEDGE to harmonise the use of Polypropylene for all plastic plant packaging and labelling in Australian ornamental horticulture, to streamline the flow of materials through the system and reduce the complexities associated with reprocessing these materials. (include link to Pledge Page)
2. EDUCATE customers and suppliers on the Polypropylene Recycling Initiative and encourage participation in the scheme
3. SUPPORT the national expansion of the Polypropylene Recycling Initiative by action such as:
 - a. Committing to purchase recycled Polypropylene plant packaging, to drive end-market demand for recycled materials and close the loop.
 - b. Committing to provide accessible collection points, to achieve a national collection capacity for recovery of plant packaging
 - c. Encourage active participation across business networks to build a national network

Through the national expansion of the PP Recycling Initiative, the Ornamental Horticultural industry can become a leader in delivering a circular economy for polypropylene plant packaging across Australia.

Signed:



Another step – Open Industry Letter

Encourage National Participation



- Sign the Industry Pledge to demonstrate your commitment
- Signing the Open Industry Letter is *optional*
- Sign up when making the Industry Pledge, by ticking the '*Include my details as a signatory to the Open Industry Letter*' check box on the Pledge form
- Signatures to the letter will be invited until **July 31st 2020**
- Final letter will be distributed in advance to all signatories, with associated communications and media resources for coordinated public release during w/c **August 7th 2020** – details TBC





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WHAT NEXT?
A FEW IDEAS FOR DISCUSSION...
BREAK OUT SESSION



Other Ideas

We want your feedback...



GROUP 1: DELIVER NATIONAL ROLL OUT OF RECYCLING PROGRAM AND CONSUMER LABELLING WITH AUSTRALASIAN RECYCLING LABEL (ARL)

All Polypropylene plant packaging in Australia is routinely recovered and recycled back into plant packaging in a closed-loop system, enabling consumer education through labelling for end-of-life recovery.

GROUP 2: LABELLING WITH 'AUSTRALIAN MADE'

All Australian-made Polypropylene plant packaging is labelled with the 'Australian Made' logo to encourage consumers to buy locally made and drive end-market demand for recycled Australian-made packaging

GROUP 3: ORNAMENTAL HORTICULTURE VALUE CHAIN MAPPING

Packaging waste generation and resource leakage points are clearly identified across the horticultural packaging value chain and losses are quantified and reduced.



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BREAK OUT SESSION...

***HOLD TIGHT AND PLEASE KEEP AN EYE OUT FOR
MESSAGES ON SCREEN, INVITING YOU TO JOIN A BREAK
OUT ROOM...***



Greenlife
Industry Australia



AUSTRALIAN PACKAGING
COVENANT ORGANISATION

REPORT BACK

GROUP 1: ORNAMENTAL HORTICULTURE VALUE CHAIN
GROUP 2: ORNAMENTAL HORTICULTURE VALUE CHAIN
GROUP 3: ORNAMENTAL HORTICULTURE VALUE CHAIN
RECYCLING PROGRAMME
WITH AUSTRALASIAN RECYCLING LABEL (ARL)



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AUSTRALIAN PACKAGING
COVENANT ORGANISATION

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WRAP UP



Where to next?

GCP / GIA / APCO

- Collate feedback from session and follow up next steps with workshop attendees
- Finalise / release Open Industry Letter calling for industry action on Polypropylene recycling program
- Survey workshop attendees to establish interest in on-going participation in sector working group
- On-going communications regarding progress reporting / project planning updates / future meeting schedule for continuing work program



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INDUSTRY

- Sign the Pledge
- Sign up to Open Industry Letter
- Distribute Pledge / Letter call-to-action to your networks, to encourage participation in PP Pot Recycling program
- Initiate action to plan and implement business strategy to deliver on pledge commitment
- Evaluate capacity / availability / interest to continue participation in on-going sectoral working group



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Q&A

THANK YOU FOR JOINING US TODAY