



AUSTRALIAN PACKAGING
COVENANT ORGANISATION



Greenlife
Industry Australia

SUSTAINABLE PACKAGING IN HORTICULTURE INDUSTRY WORKSHOP

Tuesday, 24th Nov 2020 | 11am – 12pm

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, but feel free to unmute if you would like to speak to the group
- Please use the chat box to say 'hello', tell us where you're from and if you're not keen to speak, you can use Chat to submit questions / responses during the discussion.

AGENDA

- 11.00am Welcome / ZOOM Check-in / Housekeeping
- 11.05am National Product Stewardship Investment Fund
- 11.25am It's all in the Name...
- 11.40am Working Group Summer Homework
- 11.55pm Q&A / Next Steps / Wrap Up
- 12.00pm Session Close





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NATIONAL PRODUCT STEWARDSHIP INVESTMENT FUND

Photo by baby_qb on Unsplash

NATIONAL PRODUCT STEWARDSHIP INVESTMENT FUND

The PoPPr Program is GO!

- Grant value \$549,000 over 2 years
- Grant period commences 4 Jan 2021
- Three stages:
 - Stage 1 – Business Case Development
 - Stage 2 – Scheme Design
 - Stage 3 – Scheme Implementation



POPPR PROGRAM – NEXT STEPS

NOV / DEC 2020

- APCO / GIA to finalise grant contract with Department of Industry, Science, Energy & Resources (DISER) – expected by Dec 13th
- APCO / GIA to confirm formal partnership including roles / responsibilities for grant administration

JAN / FEB 2021

- SPiH Working Group (this group) to assist with collation of *Core and Supporter* Stakeholder groups relating to PoPPr Program
- APCO / GIA to develop stakeholder communications strategy to engage identified stakeholder groups early in 2021

PoPPR PROGRAM – NEXT STEPS

RESOURCING / RECRUITMENT

- **PoPPr Program Advisory Group**
 - PoPPr Program AG will support design and implementation of PoPPr Program.
 - Continue work on Greenlife Sustainability issues, including packaging, under GIA 2020-2023 Strategic Plan
 - EOI Survey – <https://ngia.wufoo.com/forms/qfuweytowvxjj/>
- **Program Administrator Resource – TBC**
- **Identification of other resources to support design, development and delivery:**
 - Product Stewardship
 - Legal
 - Strategy
 - Communications, Marketing
 - Industry / Consumer Research
- **SPIH Working Group (this group) – We're not done, yet!**
 - will continue working on other packaging issues and will be encouraged to participate extensively in the PoPPR Program project – Regular reporting, updates, feedback, participation in testing proposed models etc



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IT'S ALL IN THE NAME...

**'POPPR PROGRAM'... OR SOMETHING
ELSE?**

PoPPr PROGRAM = POLYPROPYLENE PLANT PACKAGING RECYCLING PROGRAM -ALTERNATIVE IDEAS?

WHAT DO YOU LIKE ABOUT THE NAME?

FUN

WHAT DON'T YOU LIKE ABOUT THE NAME?

DOES IT SPELL OUT WHAT WE WANT TO ACHIEVE

REMOVE POLYPROPYLENE ELEMENT FROM NAME

POT RECYCLING PROGRAM

CIRCULAR – CLOSE THE LOOP

PLANT POT – CONNECT WITH PLANTS

INCLUDE 'PACKAGING' SO CONSUMERS KNOW THAT IT'S NOT JUST THE POTS – TAG LINE?

INCLUDE REFERENCE TO THE '5' IN PP5 – MATERIAL AWARENESS FOR CONSUMER

PLANT-GROW-RECYCLE

POTCYCLE PROGRAM

GREENLIFE CIRCLE PROGRAM / SCHEME

GREENLIFECYCLE

GREENLIFE LOOP

DROP A POT

PLANT - GROW - RECYLCE – REPEAT

PLANT - GROW - RECYCLE ALL GOOD



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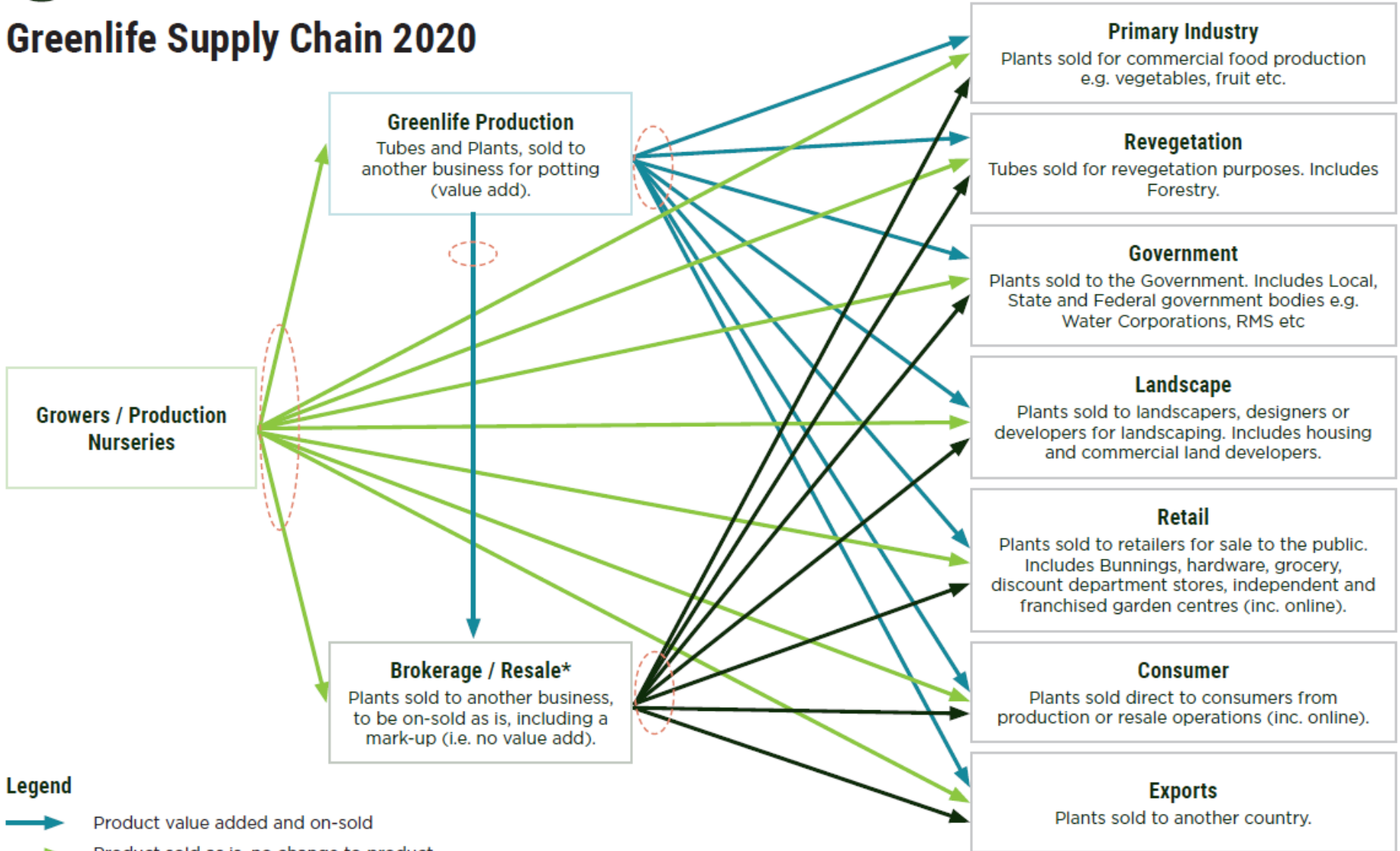
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STAKEHOLDER ENGAGEMENT

STEP 1

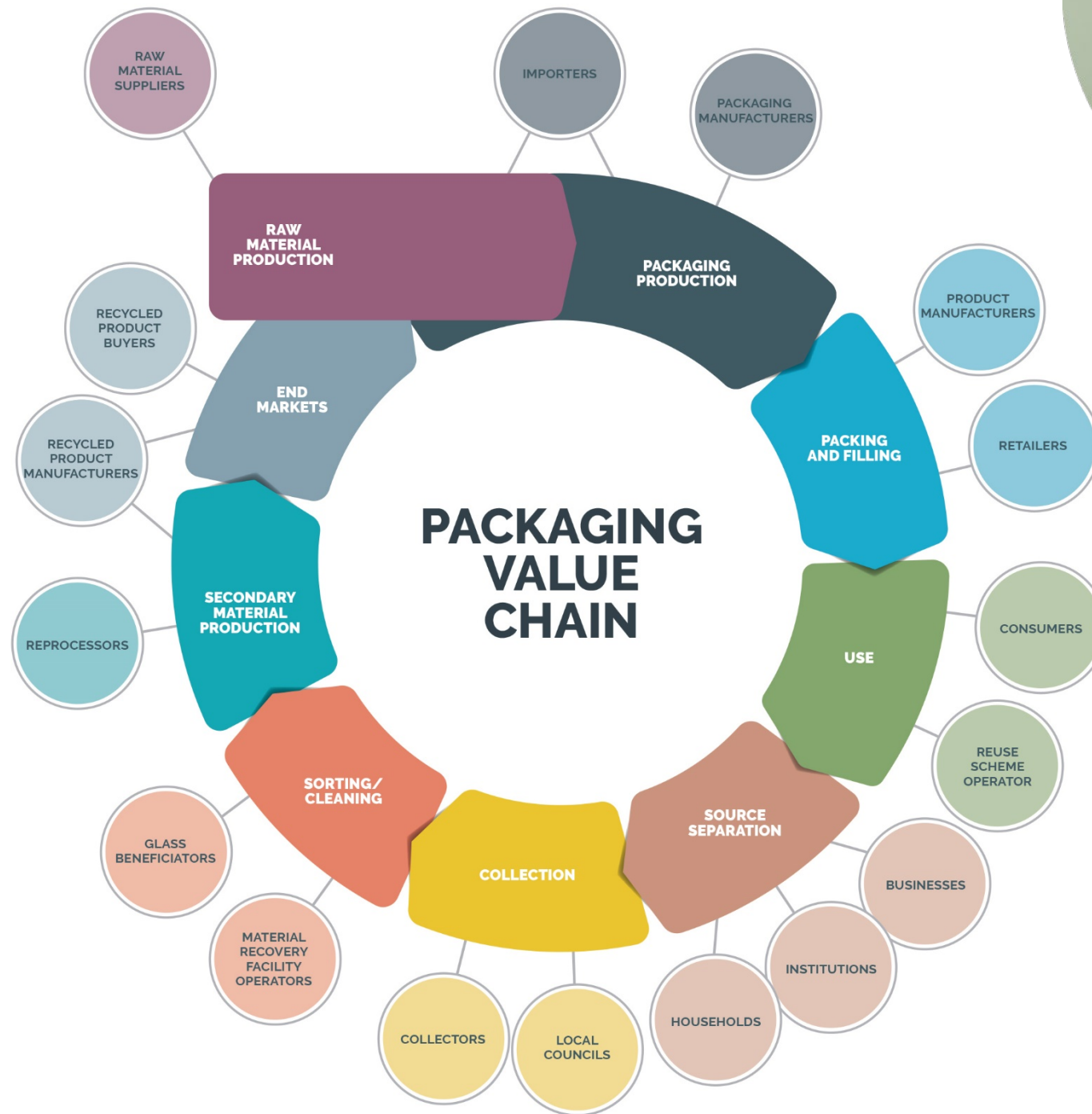
IDENTIFYING KEY STAKEHOLDERS ALONG THE
HORTICULTURAL PACKAGING VALUE CHAIN

Greenlife Supply Chain 2020

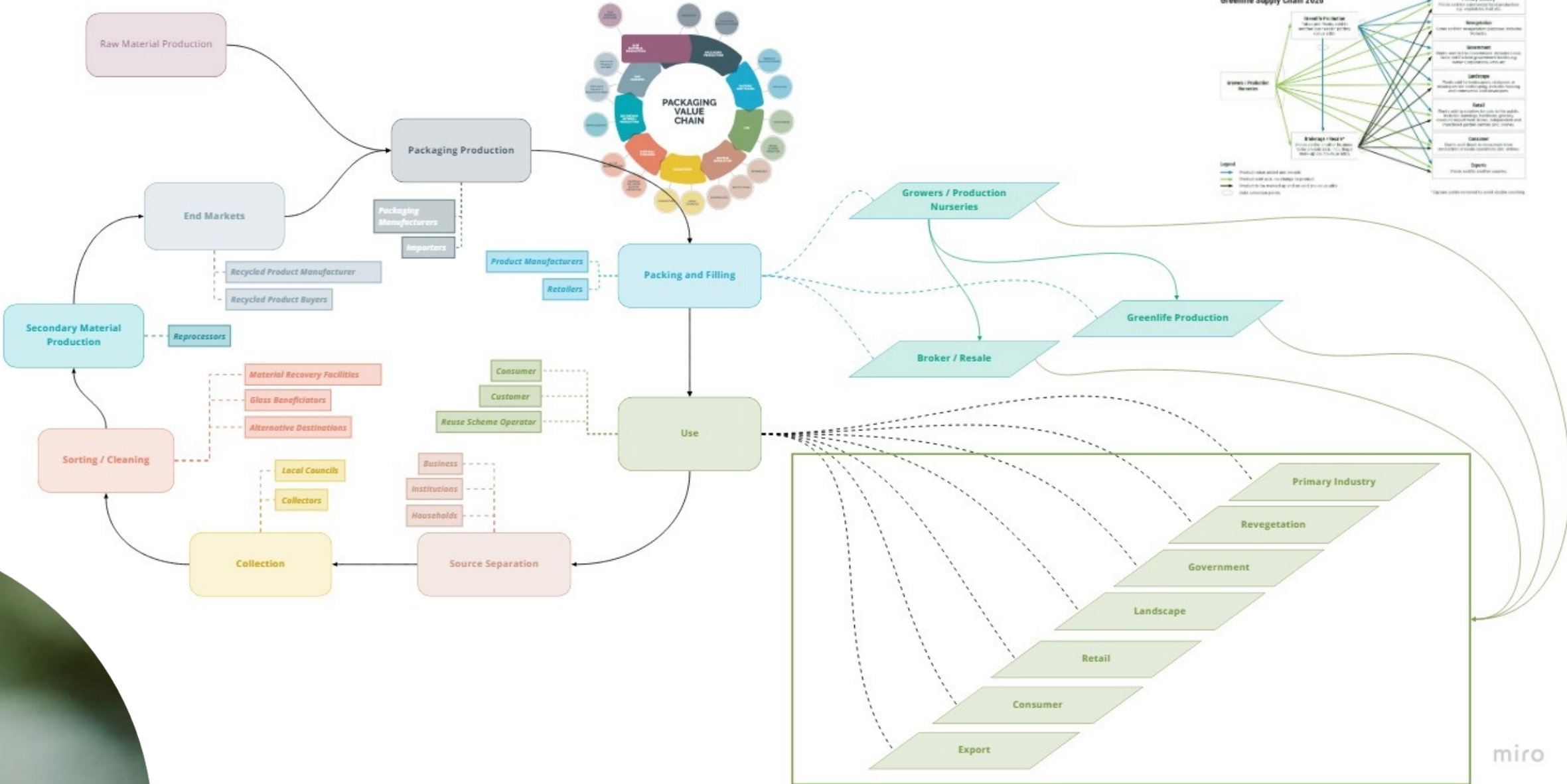


*Capture points removed to avoid double counting.

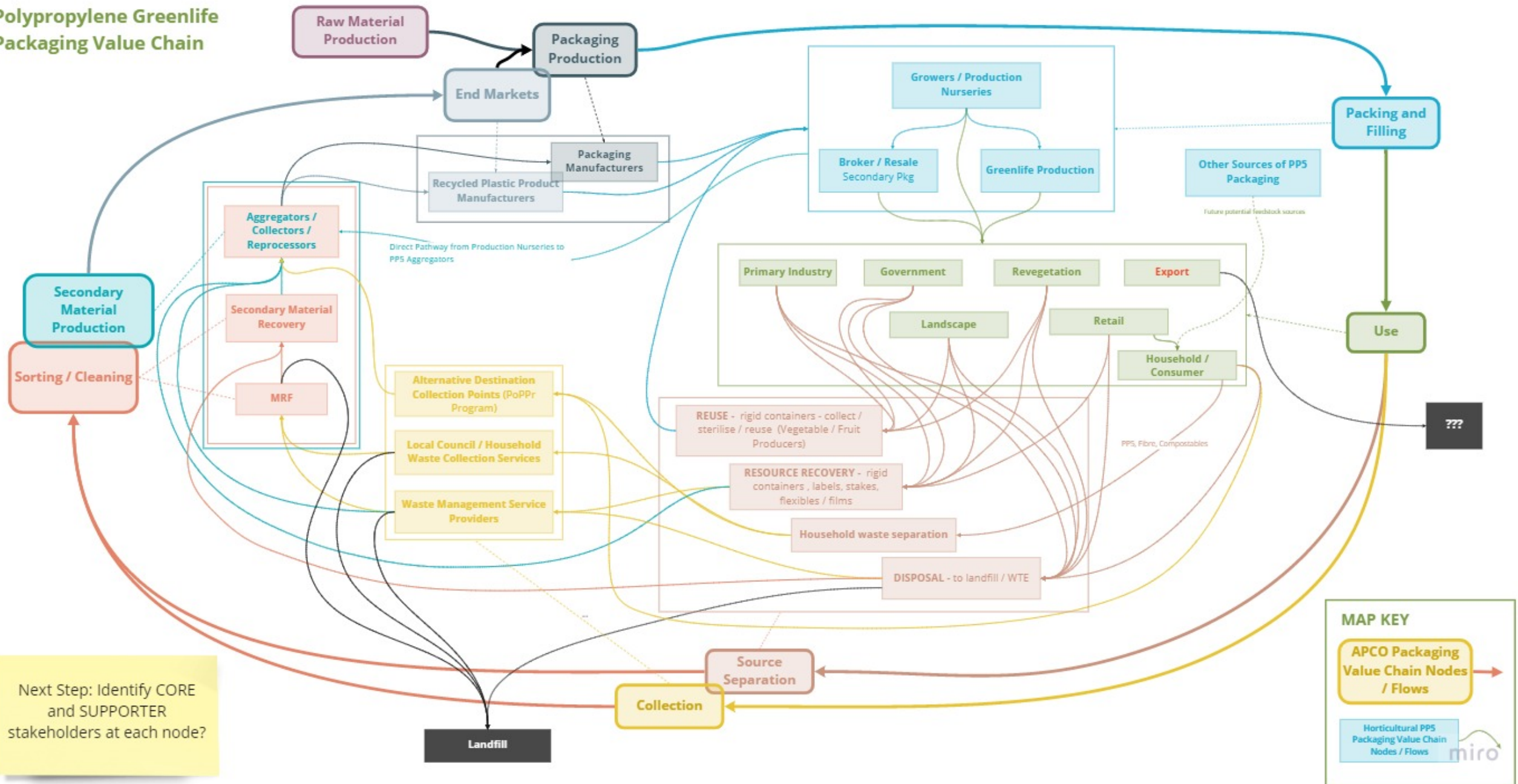
APCO PACKAGING VALUE CHAIN



ORIGINAL MAPPING OVERLAY



Polypropylene Greenlife Packaging Value Chain



Next Step: Identify CORE and SUPPORTER stakeholders at each node?

MAP KEY

- APCO Packaging Value Chain Nodes / Flows
- Horticultural PP5 Packaging Value Chain Nodes / Flows

miro

POLYPROPYLENE (PP5) PACKAGING VALUE CHAIN PARTICIPANTS – FIRST PASS



POPPR PROGRAM – HOLIDAY HOMEWORK

We need your help to map the Stakeholder network, to target engagement activities promoting support and participation in the program

STEP 1

Identify your position in the new Packaging Value Chain map



STEP 2

Over the summer, use the Spreadsheet provided to note down stakeholders that you interact with through your Value Chain position, that may have an interest in the PoPPr Program, as either CORE or SUPPORTER Stakeholders

Packaging Value Chain Position	Participant	Stakeholder Group			Stakeholder Group	
Core	Supporter	Participant	Core	Supporter		
Raw Material Production	Resin Manufacturer			Resin Importers		
Packaging Value Chain Position	Participant	Stakeholder Group			Stakeholder Group	
Core	Supporter	Participant	Core	Supporter		
Packaging Production	Container Manufacturers			Container Importers		

STEP 3

Return your completed stakeholder list to APCO (jparamor@apco.org.au) by February 1st 2021. Feel free to either populate spreadsheet while at your computer, or if it is easier to print and hand-write directly on the sheet, please send a scanned copy of the completed, hand-filled sheet via email.

We will combine all responses to confirm the full stakeholder landscape to execute a targeted engagement strategy.



WRAP UP / NEXT STEPS

- **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/qfuweytowxvjj/>
- **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**
- **And a quick congratulations...**
 - Matt Mills – APCO 2020 Sustainability Champion Award winner





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***THANK YOU FOR JOINING US AND FOR YOUR ENORMOUS
CONTRIBUTION IN HELPING US TO GET TO THIS POINT***

WE LOOK FORWARD TO CARRYING ON IN 2021

NEXT MEETING

DETAILS TO BE CONFIRMED IN THE NEW YEAR