

ANZPAC PLASTICS PACT

ROADMAP TO 2025



SUPPORTED BY



ACKNOWLEDGEMENTS

We acknowledge and thank the numerous contributors around Australia, New Zealand and the Pacific Islands. The completion of this work was only possible because of your valuable and expert contributions.

CITATION

ANZPAC Plastics Pact Roadmap to 2025 report developed by Brenda M Santiago for the Australian Packaging Covenant Organisation (APCO) on behalf of the Australia, New Zealand and Pacific Islands Plastics Pact (ANZPAC), July 2022.

The Australia, New Zealand and Pacific Islands Plastics Pact (ANZPAC) is delivered by APCO as part of the Ellen MacArthur Foundation's global Plastics Pact Network. APCO is a not-for-profit organisation leading the development of a circular economy for packaging in Australia.

CONTENTS



This is an interactive document. The top toolbar and contents buttons allow you to navigate through the different sections of the guide.

Executive Summary

The Australia, New Zealand, and Pacific Islands Plastics Pact (ANZPAC) brings together individuals and their organisations from across the entire plastics value chain to accelerate a circular economy for plastics.

Despite the economic and market uncertainties of a global pandemic and geopolitical conflicts, supply chain disruptions, and natural disasters in the region, over 100 organisations have come together to create the ANZPAC Roadmap to 2025 program of work. It is the culmination of polls, meetings, workshops, and discussions within the ANZPAC Collective Action

Group (ACAG) leadership team, Workstreams and Members in the Plastics Pact's first year.

The complexity of the challenges before us means that no single organisation will have 'the solution'. A large-scale economic and social change such as this requires immediate broad cross-sector coordination and, above all, real leadership committed to system change.

The Roadmap looks to drive change toward a more circular economy for plastics by focusing on the four ANZPAC Regional Plastics Targets and specific outcomes by 2025. Each target area requires accelerated action by individual Members and through collaborative projects (outcomes #1, #2 and #3), supportive government policy (outcome #4) and community education and engagement (outcome #5).

TARGET 1:

Eliminate unnecessary and problematic plastic packaging through redesign, innovation, and alternative (reuse) delivery models.

TARGET 2:

100% of plastic packaging will be reusable, recyclable, or compostable by 2025.

TARGET 3:

Increase plastic packaging collected and effectively recycled by 25% for each geography within the ANZPAC region.

TARGET 4:

Average of 25% recycled content in plastic packaging across the region.

The ANZPAC region is diverse, geographically remote, import-dependent and challenged by scale, which compounds the documented and Member reported barriers to circularity. Members of ANZPAC however, are committed to achieving these targets through shared knowledge, industry-led innovation, coordinated action and investment as part of the globally aligned Ellen MacArthur Foundation (EMF) Plastics Pact Network.

Acknowledgement

The ANZPAC Plastics Pact acknowledges the opportunity for meaningful engagement with all Traditional Owners, Custodians and Peoples across the Oceania region. This includes Aboriginal, Torres Strait Islanders, Māori and the many Pacific Island indigenous peoples that shape the island community. We recognise the importance of authentic, genuine partnerships and the unique opportunity ANZPAC presents to connect these knowledge systems to create a new plastics economy for the Oceania region.

ANZPAC is at the very early stages of working to create partnerships that represent traditional knowledge systems, including Te Ao Māori and other indigenous views from across the region.

The ANZPAC team comes humble and willing to learn, recognising the importance of traditional cultures and their continuing connection to land, sea, culture, and community and pay our respects to Elders past and present.



Image courtesy ANZPAC Member,
Underwater Earth, photographer is Aaron Spence

Our Region

The ANZPAC region, Australia, New Zealand, and the Pacific Islands is one of courageous leaders committed to the Ellen MacArthur Foundation Plastics Pact Network's vision of creating a circular economy for plastics.

Moreover, ANZPAC brings together Members across a region rich in *diversity*, bound by geographic remoteness, challenges of scale, and notably, the largest and deepest ocean in the world, the Pacific Ocean.

Our region is home to the most ancient civilisations on earth yet contains countries already feeling the **impacts of climate change, from rising sea levels to more frequent storm events and bushfires**.¹ Communities in this region share a strong connection to marine ecosystems, which is fundamental to our identities and livelihoods. The urgency to take action on plastic packaging is intrinsically linked to the region's environmental, societal and economic health.

Individual nations, sectors and businesses have made commitments and developed policies to tackle the plastics challenge. ANZPAC aligns and unites these efforts to re-think our use and recovery of plastics, so it never becomes waste or pollution. ANZPAC aims to accelerate progress towards circularity by better understanding shared problems and then aligning and leveraging local assets and international relationships to create scale for meaningful change. ANZPAC is a commitment by its Members to its communities, economies, and natural ecosystems.

ANZPAC's work amplifies and is amplified by the Plastics Pact Network. Following Europe as the second regional Pact in the Network, there is much ANZPAC can learn from our international counterparts. At the time of publication, Pacific Island Countries involved in ANZPAC are Vanuatu, Fiji, Samoa, Tonga and the Solomon Islands.

ANZPAC is a commitment by its Members to its communities, economies, and natural ecosystems.



BY 2050 THERE COULD BE MORE PLASTIC THAN FISH IN THE OCEAN

Yet the problems start long before plastic reaches our oceans, rivers, and beaches, and so must the solutions...

We must tackle this flood at the source.

We must eliminate the plastic we don't need.

We must innovate, so all the plastic we do need is designed to be safely reused, recycled, or composted.

And we must circulate everything we use, making sure the plastic we produce stays in the economy and never becomes waste or pollution.

EMF Open Letter

What is the ANZPAC Plastics Pact?

The Australia, New Zealand, and Pacific Islands Plastics Pact (ANZPAC) brings together individuals and their organisations from across the entire plastics value chain to accelerate a circular economy for plastics.

The 12 global Plastics Pacts address the transnational nature of the issues related to managing plastics, by providing a consistent way for global supply chains to deal with plastic and plastic waste travelling across borders. By moving from a linear approach to a circular economy for plastics where it never becomes waste or pollution. ANZPAC covers plastic packaging placed on market in ANZPAC countries. This includes all business-to-business (B2B) and business-to-consumer (B2C) packaging across all sectors.

In May 2021, 60 founding Members of ANZPAC committed to achieving a set of ambitious, concrete Regional Plastics Targets. They would reach them through shared knowledge, industry-led innovation, coordinated action and investment as part of the globally aligned Ellen MacArthur Foundation (EMF) global Plastics Pact Network. At the time of publication, ANZPAC Membership has grown to over 100 organisations committed to accelerating action on plastic packaging.


Members of ANZPAC are committed to achieving a set of ambitious, concrete Regional Plastics Targets

Why do we need a regional pact?

BY **2040**

IF WE
FAIL
TO ACT,

 **x2**
the volume of
plastic on the
market will
DOUBLE,

 **x3**
the annual volume
of plastic entering
the ocean will
almost **TRIPLE**,

 **x4**
and ocean plastic
stocks will
QUADRUPLE.²

To address this issue,
solutions must look beyond
downstream symptoms to address
plastic pollution at **THE SOURCE**.


When plastic pollution enters the marine
environment, detrimental effects move
WITHOUT BORDERS.

In **2020**

**1.1m
tonnes**



of plastic packaging
was placed on the

Australian
market

with only **16%**
of this **EFFECTIVELY
RECOVERED**.³

In New Zealand, an
estimated **1.76 billion**
plastic
containers
are **DISPOSED**
of each year.⁴



In the
Pacific Islands,
imported
plastics remain
essentially
stranded
and at high risk
of becoming
MARINE DEBRIS.⁵



Why do we need a regional pact?

Plastic pollution is one of the most pressing environmental issues facing the planet.

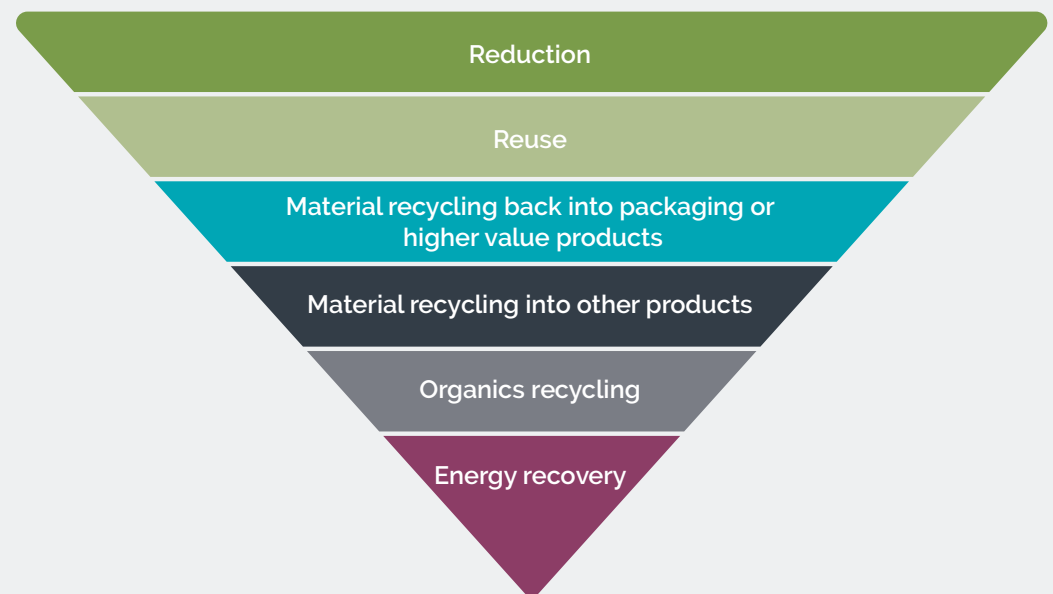
To address this undesirable growth, solutions must look beyond downstream symptoms to address plastic pollution at the source.

Achieving a circular plastics economy will also help address the urgent challenge of climate change and reaching net-zero emissions. While the transition to renewable energy can tackle 55 percent of emissions, the remaining 45 percent of greenhouse gas emissions come

from the way we make and consume products and food, and how we manage our land.⁶ Plastics circularity can play a significant role in reducing these emissions.

As with climate change and other environmental challenges, rethinking plastics is fundamentally disruptive for society and companies. Through a circular plastics economy, rethinking plastics presents significant opportunities for organisations that decide to act early and innovate, through action such as rethinking, eliminating, reducing, reusing, recycling, and replacing plastics, to mitigate potential disruption.

THE WASTE HIERARCHY



Why do we need a regional pact?

In 2020, an estimated 1.3 million tonnes of ‘common plastic packaging’ (see Table 3) were placed on the market in the

ANZPAC region, with only 16.6% of this effectively recovered (Figure 1).

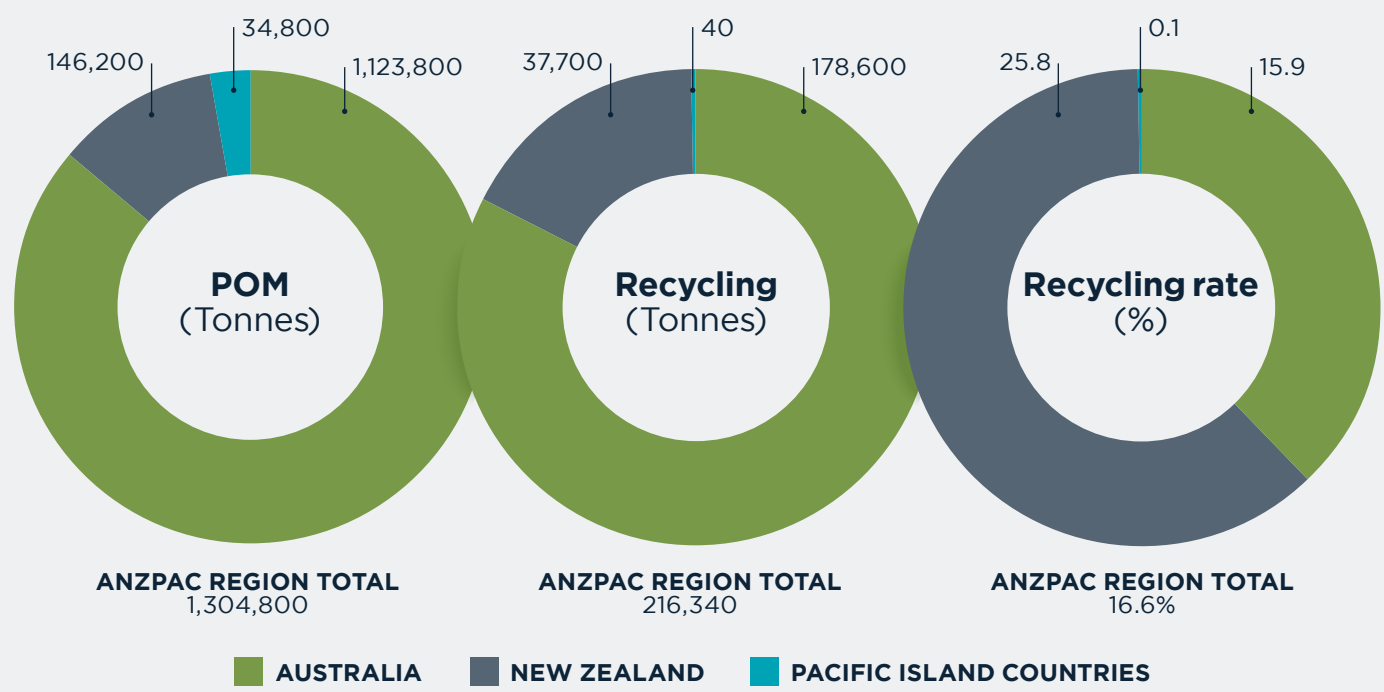


Figure 1: Recovery rates for plastic packaging in the ANZPAC region.⁷

The Plastics Pact Network defines recyclable packaging as recyclable ‘in practice and at scale’. In 2020 only a few packaging formats met this definition in Australia and New Zealand, with none in Pacific Island Countries (PICs) (Table 2).

For the full list of plastic packaging formats please see **annex**

Geography	Formats with a recovery rate >30%
Australia	PET bottles and thermoforms HDPE bottles
New Zealand	PET bottles and thermoforms HDPE bottles and other rigid packaging
Pacific Island Countries	None

Table 2: Recyclable packaging formats in the ANZPAC region.⁸

Testimonies



The ANZPAC Plastics Pact Roadmap is a useful first step towards a circular economy for plastics across countries in the region. This strategy highlights the key solution pathways to address major challenges such as flexible packaging and upstream innovation. We look forward to seeing the concrete actions by all ANZPAC Plastics Pact Members working together to implement the Pact's strategy.

Dilyana Mihaylova

*Programme Manager, Plastics Initiative,
Ellen MacArthur Foundation*



Australian Government
**Department of Climate Change, Energy,
the Environment and Water**

The Australian Government joined ANZPAC as a Supporting Member in September 2021. ANZPAC is the first Plastics Pact in the Oceania region, second regional Pact and the 11th Plastics Pact to join the Ellen MacArthur Foundation's (EMF) global Plastics Pact Network.

**Department of Agriculture,
Water and Environment**



Ministry for the
Environment
Manatū Mō Te Taiao

The Government of New Zealand, as a Supporting Member of ANZPAC, sees great value in the knowledge and collaboration this platform offers. This knowledge will support our domestic plastics work programme under our National Plastics Action Plan.

Our Membership also builds on the commitments made in the joint statement by the Prime Ministers of New Zealand and Australia in May 2021. These commitments include collaborating to support Pacific Island countries, addressing marine litter and other waste issues, and working together towards a circular economy.

New Zealand Ministry for Environment



The Secretariat of the Pacific Regional Environment Programme (SPREP) is proud to be a Supporting Member of ANZPAC and representing the interests of the Pacific Island Members in the regional Pact. Working with ANZPAC supports SPREP's strategic management framework, Cleaner Pacific 2025, as well as PacWastePlus program working to improve data and capacity for a sustainable waste industry in the Pacific. By aligning key activities and outcomes across the region we can amplify existing activities and create new opportunities to build a sustainable and circular approach to plastics in the Pacific.

General Sefanaia Nawadra

*Director General,
Secretariat Pacific Regional Environment
Programme (SPREP)*

Our Vision

“ANZPAC envisions a connected and resilient region that delivers a circular plastics economy through robust collaboration with benefits for communities, economies, and natural ecosystems.”

CREATING THE ANZPAC VISION

To ensure the entire region has an active voice in shaping the strategic priorities of ANZPAC, a senior steering committee of industry and community experts has been established to oversee the program.

The ANZPAC Collective Action Group (ACAG) is a group of leading industry, government and civil society representatives from Australia, New Zealand, and the Pacific Islands.



Who is involved

ACAG MEMBERS

The nature of the challenges before ANZPAC requires bold and committed leadership with the ability to look outside established structures and processes to chart new pathways.

ACAG Members lead the work to build and mobilise a coalition of 'the willing and the able', guiding behaviours in the region through action and commitment to the vision.

Dr Nicole Garofano

Member Representative, Australian Institute of Packaging (AIP)

Dr Florian Graichen

General Manager Forests to Biobased Products, Scion

Ian Hayes

Program Lead for National Plastics Recycling Scheme, Australian Food & Grocery Council (AFGC)

Marina Keil

President, Samoa Recycling Waste Management Association (SRWMA)

Richard Kirkman

CEO & Managing Director, Veolia

Pablo Kraus

CEO, ecostore Company

Dr Deborah Lau

Ending Plastic Waste Mission Leader, Commonwealth Scientific & Industrial Research Organisation (CSIRO)

Lyn Mayes

Director, Mad World

Bryan McKay

Packaging Manager, Woolworths Group

Sefanaia Nawadra

Director General, Secretariat of the Pacific Regional Environment Programme (SPREP)

Kate Noble

No Plastic in Nature Policy Manager, WWF-Australia

Natalie Helm

Director of Public Affairs, Communication & Sustainability, Coca-Cola South Pacific

Nicholas Rodgers

Packaging Technologist, Sustainability, EGO Pharmaceuticals

Dr Christina Shaw

CEO Vanuatu Environmental Science Society (VESS)

Richard Smith

Sustainability Director Asia Pacific, Amcor

Margaret Stuart

Head of Corporate Affairs, Nestle Oceania

Stewart Williams

Managing Director, Marine Plastic Solutions

ACAG MEMBERS

"The challenge ahead of us is bigger than one company, country or even continent – partnerships are key! Work with each other and learn from each other – let's make best practice around circular plastic solutions standard practice in the ANZPAC region."

Dr Florian Graichen

General Manager Forests to Biobased Products, Scion

"The transition to a circular economy for plastics requires leadership underpinned by education and training. Such a diverse region requires system thinking to ensure an inclusive acceleration towards a circular economy is achieved in the packaging sector. Innovators embracing circular design will open the door for systemic change in many areas across the region."

Dr Nicole Garofano

Member Representative, Australian Institute of Packaging (AIP)

"The circular economy demands that we pivot the entire supply chain. Manufacturers need to make products that can be easily recycled, and that use recycled raw materials, local authorities need to implement better and more consistent collection systems, recycling businesses like ourselves need to build greater capacity for reprocessing, and consumers should vote with their purchase power and then put the right thing in the right bin. Now is the time to execute the ANZPAC Plastics Pact Roadmap so that we can meet the targets we've set. The changes we make will work, but only if we work together, and all play our part."

Richard Kirkman

CEO & Managing Director, Veolia

"With plastic pollution causing unprecedented harm to marine life, ecosystems and livelihoods in the Pacific region and globally, there has never been a greater need for leadership and collaboration to stop plastic pollution at its source. Keeping plastics in the economy and out of nature – a true circular economy for plastics – requires a common vision for the Pacific, underpinned by resource sharing, strong partnerships, and decisive action from all stakeholders across the plastics value chain."

Kate Noble

No Plastic in Nature Policy Manager, World Wide Fund for Nature (WWF-Australia)

ACAG MEMBERS

"The ANZPAC Roadmap to 2025 aligns with Woolworths guiding principles to apply circular thinking and embrace the power of partnership to create change. We encourage all stakeholders throughout the supply chain to commit to the Roadmap and work together to create a better tomorrow."

Bryan McKay

*Packaging Manager,
Woolworths Group*

"CSIRO is a ANZPAC Plastics Pact Member to help reduce the impact of plastic waste in the environment. We recognise the importance of working collaboratively to drive systemic change, create a circular economy for plastics, and address the complete lifecycle of plastic packaging. This Roadmap outlines activities and actions across the various sectors needed to reach the 2025 Regional Plastics Targets. Together, we can go further to shift the dial on plastic waste."

Dr Deborah Lau

*Ending Plastic Waste Mission Leader,
Commonwealth Scientific & Industrial
Research Organisation (CSIRO)*

"The commitment by Nestlé to make all our packaging recyclable or reusable by 2025 has the potential to create greater impact if we work together with others across the value chain focused on the same goals in this beautiful region. We are strongly focused on how we can act to make a genuine difference on the ground, not only in ensuring we reduce our virgin plastic use and design for recycling, but how we might contribute to better collection so that less packaging goes to waste, and we create opportunities for more packaging to use recycled content. The Roadmap summarises the outcomes needed in the region to work towards the 2025 Targets and guide the actions of all Members to develop a circular economy for packaging in our region."

Margaret Stuart

*Head of Corporate Affairs,
Nestle Oceania*

"As the first regional Plastics Pact, ANZPAC's Roadmap isn't just addressing our plastics problem in the big cities but looking at how we can transform thinking and catalyse action across our whole region from Pacific Islands to rural communities in Australia and New Zealand. Our countries are connected by the Pacific Ocean and our people are connected by our concern for the oceans. We all have our roles to play, from large multi-national companies to small business and organisations, to academics, to society to transform the way we design, use and value plastics. Working together we will transition to a circular economy for plastics across the entire Pacific region."

Dr Christina Shaw

*CEO Vanuatu Environmental Science
Society (VESS)*

ACAG MEMBERS

"The ANZPAC Plastics Pact is an important framework for actions to keep problematic plastics out of the environment and build the knowledge base to support new, sustainable models for recovering and reusing plastic packaging. The challenge of building a circular economy for plastic packaging is significant but with shared knowledge and coordinated actions among government, industry and organisations it can be accomplished."

Tanya Barden

CEO, Australian Food and Grocery Council

"The launch of the ANZPAC Roadmap is an important milestone, demonstrating the commitment of ANZPAC Members in the region to a circular economy for plastic packaging. Challenges like these require the efforts of industry, governments and NGOs and Coca-Cola is pleased to be part of this collaborative effort, working with the other Members to achieve these critically important targets."

Natalie Helm

*Director of Public Affairs,
Communication & Sustainability, Coca-Cola South Pacific*

"Over 20 years ago we started Mad World as one of the first sustainability consultancies in New Zealand focussed on helping businesses and organisations to prioritise the environment and social wellbeing alongside economic performance. This has become business as usual and the impact of waste and plastic waste in particular is widely understood. Designing products and their packaging to circular economy principles is a business and social imperative. The ANZPAC Roadmap aligns with Mad World's values and our work with and for organisations in the ANZPAC region. We joined ANZPAC Plastics Pact to work with all stakeholders to invest in and be part of the solution"

Lyn Mayes

Director, Mad World

"Our livelihoods depend on our crops and ocean for food. With plastic being 100% imported to Samoa with nowhere to go, we need all the help we can get. Working together and building strong partnerships across the board with manufactures, private sector and government, organisations - right down to the consumers so circular economy approach for the pacific is a success - will benefit our island, our people and most importantly our environment."

Marina Keil

President, Samoa Recycling Waste Management Association (SRWMA)

ACAG MEMBERS

"As part of the ANZPAC Roadmap to 2025 we need to collaborate and set a new standard in order to protect our world for future generations. As businesses we need to work together to re-imagine our broken systems. Together, we can go above and beyond to reduce (eliminate), reuse (innovate) and recover (circulate) our limited resources. I am optimistic, and I know that through collaboration we can create a circular sustainable economy to protect our world."

Pablo Kraus

CEO, ecostore Company

"Ego Pharmaceuticals PTY LTD is an Australian, family owned and run business that develops and manufactures skincare products that are backed by science, for the people of the world. Ego uses plastic in its packaging to help maintain the integrity of our product formulations, and reduce the risk of contamination. However, we understand that plastic can be an environmental concern so we are committed to finding alternate solutions, and to increase the amount of recycled plastic in our packaging. Ego understands that it is only through innovation and collaboration that the development of a circular economy for plastics can occur."

Nicholas Rodgers

*Packaging Technologist, Sustainability,
EGO Pharmaceuticals*

"The ANZPAC Roadmap 2025 will provide the first coherent private sector led plan for tackling the plastic packaging challenges in Australia, New Zealand and the Pacific, with the aim to eliminate problematic plastics, dramatically increase recycling, and to build a plastics circular economy with tangible time bound targets. We are proud to be supporting the next steps in achieving the 2025 ANZPAC targets which are intended to be tailored to the specific plastic packaging challenges for each of the three geographic areas. These targets come at a critical time for Australia, New Zealand and significantly the Pacific Island Nations while with the international community more focused with projects, programmes and resources to address the myriad plastic packaging impacts on our region, especially the marine environment. MPS was created to bridge the gaps between the private sector and donors, technical solutions, community and environment regions to create tailored solutions for plastic management. The ANZPAC Roadmap to 2025 provides a path to bring together our collective knowledge and networks and move toward a circular economy for plastic in our region."

Stewart Williams

Managing Director, Marine Plastic Solutions

"Amcor is proud to be a Founding Member of ANZPAC Plastics Pact and to be working with other Members and Supporters to find long term, circular solutions for plastic packaging. The ANZPAC Roadmap is an important piece of work defining the critical next steps to achieve the 2025 Targets. Amcor celebrates this milestone and encourages others in packaging network to continue to take action and collaborate to achieve these ambitious targets."

Richard Smith

*Sustainability Director Asia
Pacific, Amcor*

ANZPAC Members

Over 100 organisations across the ANZPAC region have joined the global community of 1,000+ organisations committed to the vision of a circular economy for plastic through the Ellen MacArthur Foundation's New Plastics Economy Global Commitment and global Plastics Pacts Network.

The ANZPAC Team spoke with over 300 individuals and organisations across the region to determine the plastic packaging problems most important to local stakeholders through workshops, working groups and one-to-one meetings. The information gathered helped outline the challenges and opportunities before us. In addition, the conversations uncovered three key areas of interest and needs at the core of the Membership value proposition: *knowledge sharing, innovation, and investment.*



Key plastics initiatives that impact the ANZPAC region

Initiative	Leading Organisation	Description	Focus
UNEA 5.2 Resolution, 'End Plastic Pollution: Towards a legally binding instrument'	United Nations Environment Programme	UNEP/EA.5/L.23/Rev.1 March 2, 2022, End plastic pollution: Towards an international legally binding instrument establishes an Intergovernmental Negotiating Committee that will develop a new global agreement to stop plastic pollution, addressing the full lifecycle of plastics with the aim of completing its work by the end of 2024.	Global
United Nations Global Partnership on Marine Litter (GPML)	United Nations Environment Programme	The GPML is a multi-stakeholder partnership that brings together all actors working to prevent marine litter and plastic pollution. By providing a unique global platform to share knowledge and experience, partners can work together to create and advance solutions to this pressing global issue. ⁹	Global
Basel Convention	United Nations Environment Programme	The Basel Convention is a multilateral environmental agreement to protect human health and the environment by establishing standards to control the transboundary movements of hazardous wastes and their disposal.	Global
New Plastics Economy Global Commitment	Ellen MacArthur Foundation and UN Environment Programme	New Plastics Economy Global Commitment unites businesses, governments and other organisations behind a common vision and targets to address plastic waste and pollution at its source.	Global
Global Plastics Pact Network	Ellen MacArthur Foundation and Local Partners	The global Plastics Pacts are a network of initiatives that bring together all key stakeholders at the national or regional level to implement solutions toward a circular economy for plastics. Each initiative is led by a local organisation and unites governments, businesses, and citizens behind a common vision with a concrete set of ambitious local targets.	Global
CSIRO Ending Plastic Waste Mission	CSIRO – Australia's National Science Agency	A research program aiming to drive Australia's circular economy and create systemic change through data science, materials and manufacturing, recycling processes and whole of life, circular solutions to reduce plastic pollution entering the environment.	Australia
National Plastics Plan (Commonwealth of Australia)¹⁰	Australian Government Department of Agriculture, Waste and Environment	The National Plastics Plan outlines Australia's approach to increasing plastic recycling, finding alternatives to unnecessary plastics and reducing the impact of plastic on the environment.	Australia
Scion's New Plastic Economy (NPEC) Roadmap for New Zealand	SCION – New Zealand's Crown Research Institute	"Making Zero the Hero: Moulding a plastics-circularity and narrative in New Zealand" is a call to arms that the New Zealand plastics industry is willing, ready, and eager for a shared way forward to a New Plastics Economy. It outlines strategies adopted by other countries and regions and highlights some of the unique challenges specific to New Zealand.	New Zealand

Initiative	Leading Organisation	Description	Focus
National Plastics Action Plan for Aotearoa New Zealand¹¹	New Zealand Ministry for the Environment (MfE)	The National Plastics Action Plan for Aotearoa New Zealand provides the broad scope of the Government's actions on plastics and highlights the next steps. MfE drives the Action Plan. The Plan builds on the recommendations of the Office of the Prime Minister's Chief Science Advisor in Rethinking Plastics in Aotearoa New Zealand.	New Zealand
Cleaner Pacific 2025	Secretariat of the Pacific Regional Environment Programme (SPREP)	The Pacific Regional Waste and Pollution Management Strategy 2016–2025 is a comprehensive blueprint to improve waste and pollution management.	Pacific Islands
Pacific Regional Action Plan: Marine Litter 2018-25	Secretariat of the Pacific Regional Environment Programme (SPREP)	The Action Plan sets out the policy context and key actions to minimise marine litter across the Pacific Island Countries and Territories. The scope of the Action Plan is intentionally focused on the Pacific Island Countries and Territories. It does not include mechanisms to drive change beyond the region's capacity. The transboundary nature of marine litter brings to the fore that "waste is everyone's problem and everyone's responsibility."	Pacific Islands
Pacific Islands Regional Protocol on Prevention of Pollution by Marine Litter and Microplastics	Secretariat of the Pacific Regional Environment Programme (SPREP)	A regional framework under development by the University of Wollongong and SPREP to address marine litter and microplastics under Priority Action 1.2 of the Pacific Regional Marine Litter Action Plan 2018-2025 through the lens of the Noumea Convention. The draft elements of the framework will assist in developing a new protocol under the Convention. The protocol will support the development and implementation of, compliance with, and enforcement of, environmental law on marine litter prevention in the Pacific Region.	Pacific Islands
POLP	Secretariat of the Pacific Regional Environment Programme (SPREP)	The Pacific Ocean Litter Project (POLP), is a 6 year project funded by the Australia Department of Foreign Affairs and Trade and implemented by the Secretariat of the Pacific Regional Environment Programme (SPREP) to address single-use plastics.	Pacific Islands
PACWastePlus	Secretariat of the Pacific Regional Environment Programme (SPREP)	The Pacific – European Union (EU) Waste Management Programme, PacWastePlus, is a 72-month programme funded by the EU and implemented by the Secretariat of the Pacific Regional Environment Programme (SPREP) to improve regional management of waste and pollution sustainably and cost-effectively.	Pacific Islands
Pacific Regional Action Plan: Marine Litter 2018-25¹²	Secretariat of the Pacific Regional Environment Programme (SPREP)	The Action Plan sets out the policy context and key actions to minimise marine litter across the Pacific Island Countries and Territories. The scope of the Action Plan is intentionally focused on the Pacific Island Countries and Territories. It does not include mechanisms to drive change beyond the region's capacity. The transboundary nature of marine litter brings to the fore that "waste is everyone's problem and everyone's responsibility."	Pacific Islands
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Principles of Circularity

Plastics are useful and versatile materials that have helped deliver greater efficiencies and reduced food waste throughout supply chains. Unfortunately, excessive use and poor treatment at their end-of-use are harming us, our communities, and natural ecosystems.

To stop this, we need to move:

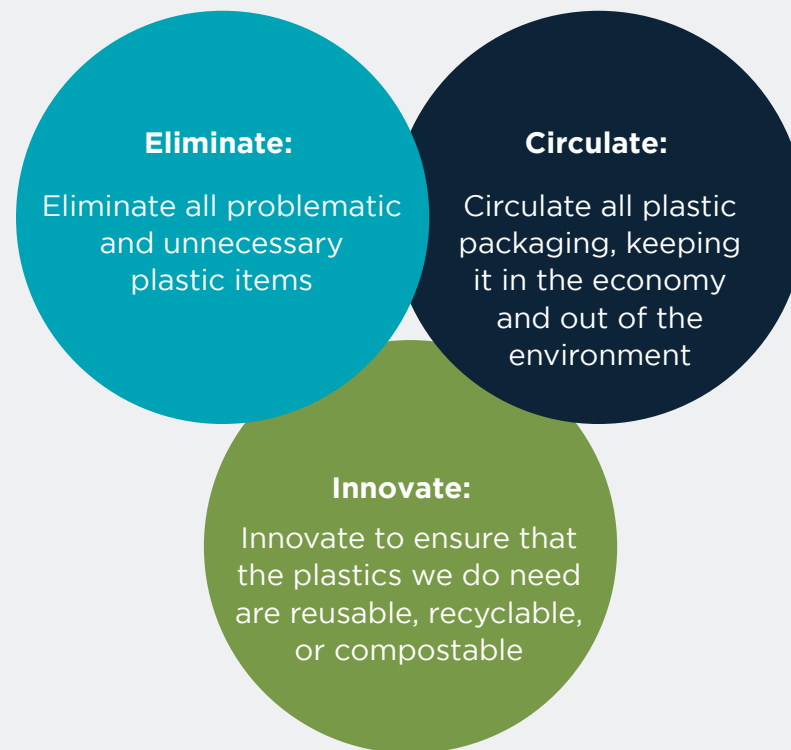
- From a linear take-make-waste system where natural resources are taken to make products, which are then discarded as waste once used.
- Towards a circular system where waste is prevented at design and production, and the resources we do use are kept in the economy.

If we keep plastic in the economy, we keep it out of the environment.



To create a circular economy for plastic packaging, ANZPAC will accelerate action in three areas:

EMF Principles of Circularity



2025 Regional Targets

As part of a global Plastics Pact Network, ANZPAC Members have committed to transitioning to a circular economy for plastics by achieving a set of ambitious and concrete Regional Plastics Targets by 2025.

TARGET 1:

Eliminate unnecessary and problematic plastic packaging through redesign, innovation, and alternative (reuse) delivery models. (Eliminate)

TARGET 4:

Average of 25% recycled content in plastic packaging across the region. (Circulate)

TARGET 2:

100% of plastic packaging will be reusable, recyclable, or compostable by 2025. (Innovate)

TARGET 3:

Increase plastic packaging collected and effectively recycled by 25% for each geography within the ANZPAC region. (Circulate)

Identifying priorities for each Target

ANZPAC will work with Members to define the relevance of each Target to specific packaging formats.

Agreement will be sought on which of these formats should be eliminated (Target 1), which require more effort to improve recyclability (Target 2), the most appropriate recovery pathways – reuse, mechanical recycling, advanced recycling, or composting (Target 3) and priorities for increased use of post-consumer recycled content (Target 4). This will build on the initial ANZPAC Recyclability Assessment.

Developing a Common Language: Regional Geographic Archetypes

Geographic archetypes allow us to identify patterns, consider and co-develop aligned strategies relevant to geographies and local circumstances within the ANZPAC region.¹⁴

Understanding the region's differences and similarities across supply chains, geographies, and communities will allow us to amplify impact and support circular systems operating across variable scales. This in turn strengthens regional coordination and creates new opportunities to achieve greater change.

Geographic Archetype 1	Geographies with low volumes of mismanaged packaging waste and established waste management systems
Characteristics	Established recycling systems producing high-quality recyclate; established EPR or product stewardship schemes; limited informal waste systems
Proxy geography	Capital cities in Australia and New Zealand
Geographic Archetype 2	Geographies with low-medium volumes of mismanaged packaging waste, and less established waste management systems
Characteristics	Recycling systems are limited in scale or have a considerable loss of material quality; emerging, limited, or voluntary EPR, some informal waste systems
Proxy geography	Regional Australia; Regional New Zealand
Geographic Archetype 3	Geographies with medium-high volumes of mis/unmanaged packaging waste and limited/no waste management systems
Characteristics	Limited systems; No/limited EPR; the presence of an informal waste sector
Proxy geography	Pacific Island Countries; Remote and regional areas in Australia and New Zealand

Leading complex change

Keeping plastic in the economy and out of the environment is a complex economic, political and social challenge that demands collaboration across the value chain, industry sectors, and nations.

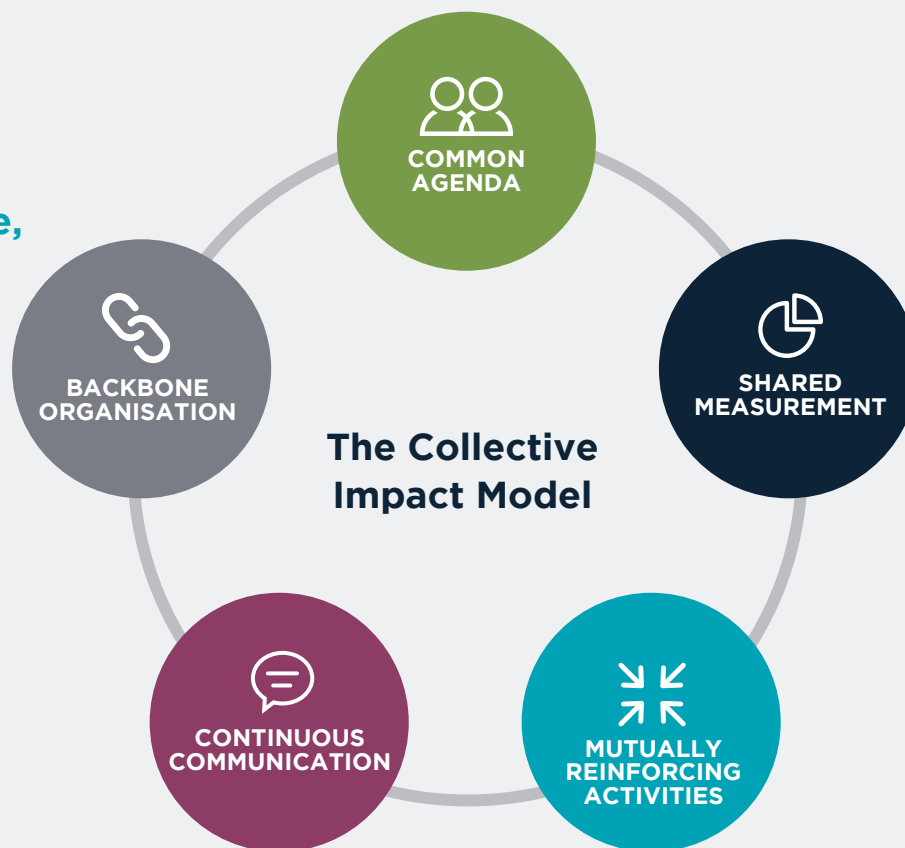
Accordingly, ANZPAC selected the 'collective impact' framework to guide its program of system and behaviour change toward the circularity of plastics in the region.¹⁵



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ANZPAC Collective Impact Framework

Collective impact initiatives have a centralised infrastructure, dedicated staff, and a structured process that leads to a common agenda, shared measurement, continuous communication, and mutually reinforcing activities among all participants.



Common agenda:

- a. Vision for the Region
- b. Four globally aligned targets

Shared measurement:

Annual Member Reporting, program Progress Reporting and the ANZPAC Regional Recyclability Assessment

Mutually reinforcing activities:

Synergies created by aligning individual Members and broader stakeholder activities

Continuous communication:

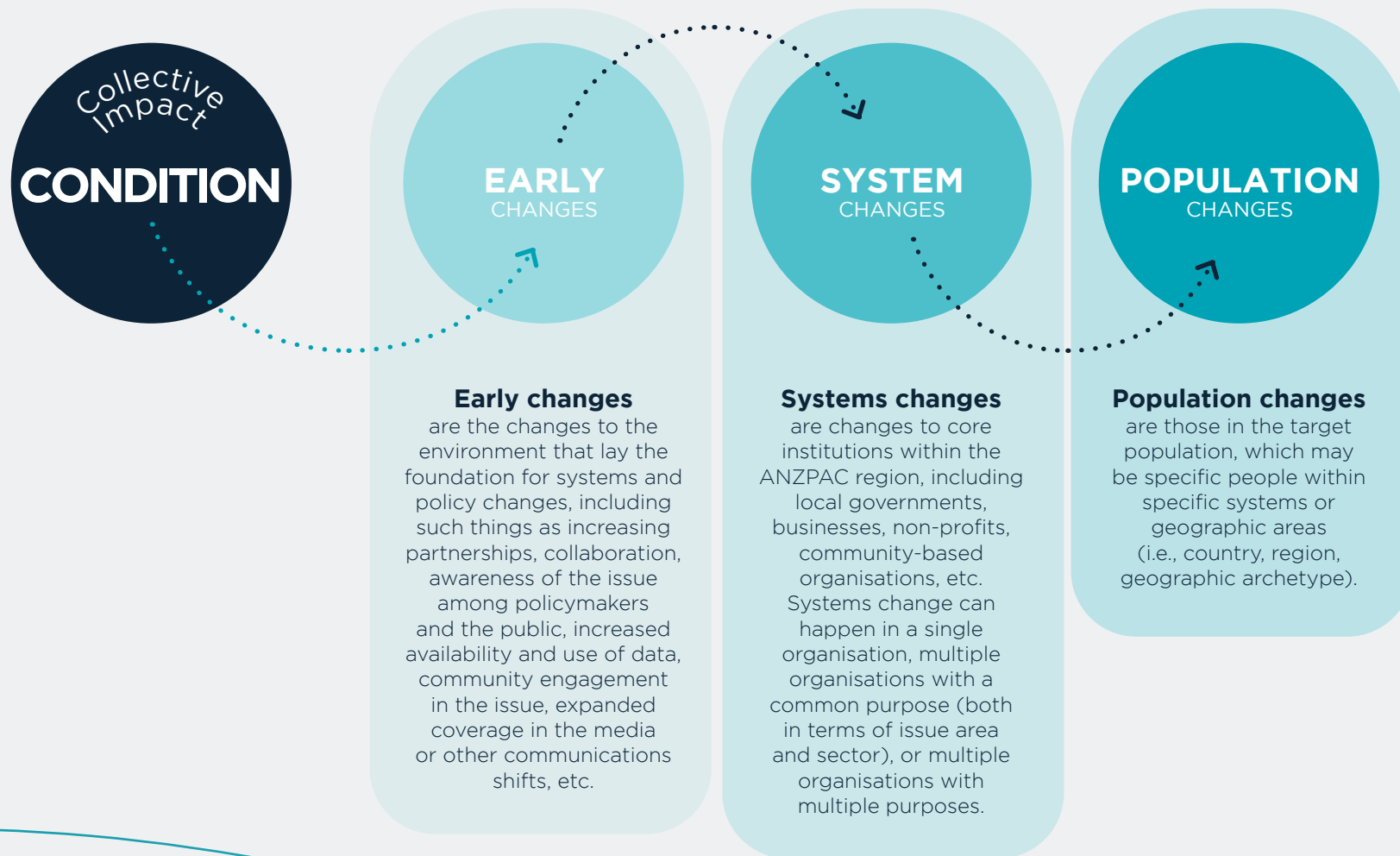
building trust and confidence through transparency and a shared language with clear definitions

Backbone organisation:

dedicated staff with the skills and resources to support ANZPAC's program of work

The Australian Packaging Covenant Organisation (APCO) is the lead organisation of the ANZPAC Plastics Pact and plays the role of 'backbone organisation' through its dedicated ANZPAC Team.

How the collective impact framework contributes to systems and population changes¹⁶



BARRIERS to the Circular Economy for Plastics in the Region^{17 18}

The ANZPAC region is diverse, geographically remote, import-dependent and challenged by scale, which compounds the documented and Member reported barriers to circularity.

To add to the complexity, many of these barriers are interrelated:



CULTURAL:

gaps in knowledge, capacity and/or willingness of individuals, organisations, and communities, which reduces their ability and, in some cases, willingness to participate in packaging circularity activities



DATA & INFORMATION:

limited information on the life cycle impacts of different packaging inform region-specific decision making, with a lack of quality waste and recycling data



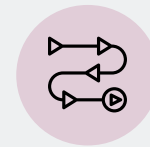
MARKET:

lack of scale in non-capital city areas; limited economic viability of circular economy business models, the limited availability and generally higher cost of post-consumer recycled plastics, particularly for food contact applications, a strong reliance on imported packaging, lack of availability and market demand for products made of recycled plastics



REGULATORY:

lack of policies supporting a circular transition, mandated requirements for extended producer responsibility (EPR) and/or recycled content for locally manufactured and imported packaging; lack of coherent and harmonised policies, standards, and regulations across the region



TECHNOLOGICAL:

lack of proven technologies and collection pathways, plastics recycling infrastructure, sorting and recycling solutions for some formats including complex, multi-material soft packaging, limited solutions for mixed plastics



GEOGRAPHICAL:

the ANZPAC region is challenged by geographic remoteness, import dependencies, low economies of scale, and low access to and high costs of transport options directly impacting the economic viability and scope of initiatives

Strategic and Tactical Change

Change initiatives often fail to meet their objectives, particularly when they are complex and cut across different cultures and interests. Therefore, an effective change plan is needed to help capture and address the challenges involved. They involve creating momentum for change in three broad phases: *preparing for change, moving, and embedding the change.*

ANZPAC addressed the first phase of the change process: preparing for change by defining the why (urgency), the who (coalition), and the what (vision and strategy) to reach the ANZPAC Regional Plastics Targets by the end of 2025. Early Member consultation helped define priorities, key challenges and opportunities, however, the multiple causes of 'plastics problems' and components of their solutions are interdependent. This Roadmap captures the accepted high-level outcomes and overarching activities required to overcome barriers.

Next, these high-level outcomes and activities will be translated into projects with their own

change plans. This 'moving' stage, in which empowering working groups and initiatives, generating small wins while actively communicating and coordinating learnings and outcomes, is essential in driving change to successful outcomes. Monitoring allows ANZPAC to adapt to unforeseen events and motivate Members and working groups with their achievements. When plastics circularity is the norm, behaviours have changed, and systems, processes and structures align – the change is more likely to be embedded.

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Three broad phases:
preparing
for change,
moving, and
embedding the
change

ANZPAC 2025 REGIONAL TARGETS REALISED

TARGET 1:

Eliminate unnecessary and problematic plastic packaging through redesign, innovation, and alternative (reuse) delivery models.

1. Unnecessary and problematic plastic packaging eliminated.
2. Members actively collaborate to accelerate redesign and innovation options to eliminate problematic and unnecessary plastics.
3. The entire plastics supply chain is accountable and committed to eliminating problematic and unnecessary plastics.
4. Government policies in the region support elimination, innovation, reuse, and redesign.
5. Individuals, organisations, and communities are informed and active in reducing unnecessary and problematic plastic packaging.

TARGET 2:

100% of plastic packaging will be reusable, recyclable, or compostable by 2025.

1. Members embed globally aligned ANZPAC Circular Design Principles & Guidelines into strategy and business operations.
2. Packaging recovery improves across the region by redesigning and adopting on-pack labelling.
3. Members actively collaborate to accelerate design for circularity and infrastructures for reuse, recycling, and composting.
4. Government policies in the region support innovation in design, reuse, recyclability, and composting.
5. Individuals, organisations, and communities are informed and active in reusing, recycling, and composting packaging.

TARGET 3:

Increase plastic packaging collected and effectively recycled by 25% for each geography within the ANZPAC region.

1. Improved data provides greater transparency and informs strategy.
2. Material recovery opportunities are increased in the region through improvements in the collection, sorting, reprocessing, and end markets.
3. Members actively collaborate to accelerate change for improved collection and effective recycling.
4. Government policies in the region increase packaging collection and recovery.
5. Individuals, organisations, and communities are informed and active in recycling and composting packaging.

TARGET 4:

Average of 25% recycled content in plastic packaging across the region.

1. Improved data provides greater transparency and informs strategy.
2. Members increase their use of recycled content in packaging wherever feasible.
3. Members actively collaborate across the supply chain to accelerate the increased value and use of recycled content.
4. Government policies in the region support and incentivise increased recycled content in packaging.
5. Individuals, organisations, and communities are informed and active in purchasing packaging with recycled content.

Roadmap Targets

TARGET 1:

Eliminate unnecessary and problematic plastic packaging

through redesign, innovation, and alternative (reuse) delivery models.

		RESPONSIBILITY Lead (L) Co-Lead (C) Support (S)										TIMELINE			
		ANZPAC Lead Organisation	ACAG	Plastics Pact Network	Brand Owners & Retailers	Governments	Industry Associations	NGO, Community	Packaging Manufacturer	Research & Academia	Waste Management & Recyclers	End 2022	End 2023	End 2024	End 2025
OUTCOMES	CORE ACTIVITIES														
<i>Unnecessary and problematic plastic packaging eliminated</i>	#1 Drive a strong 'reduction agenda' across the region <ul style="list-style-type: none"> Define criteria for unnecessary and problematic plastic packaging for elimination across geographic archetypes in the region and identify priority items for elimination or innovation [Evidence-based] to: <ul style="list-style-type: none"> eliminate packaging not serving an essential function, and innovate upstream when packaging serves an essential function 	L	L	S	L	S	S	S	C	C	C	●			
	<ul style="list-style-type: none"> Members will: <ul style="list-style-type: none"> review product portfolios for identified unnecessary and problematic plastic packaging 	S		S	L				L			●			
	<ul style="list-style-type: none"> Members will: <ul style="list-style-type: none"> design strategies to eliminate all identified problematic and unnecessary plastic packaging placed on market across the region with a particular focus on flexible plastics, e.g., design out problematic or multi-layer materials, improve material choices integrate strategies into corporate plans including for locally manufactured and import/export ranges embed a critical assessment of the need for flexible packaging in all new product development processes, and aim to eliminate where possible identify opportunities for innovation, particularly for flexible plastics consider the sustainability of fibre sources and compatibility with recycling and composting systems if substituting with paper-based packaging 	S	S	S	L				L				●	●	
<i>Members actively collaborate to accelerate redesign and innovation options to eliminate problematic and unnecessary plastics.</i>	#2 Activate Members through Workstreams to promote knowledge sharing, capacity building and cooperation <ul style="list-style-type: none"> Develop an agreed list of packaging materials to be eliminated (voluntarily or through bans) on a format-by-format basis 	S	L	S	S	S	S		S	L	L	●			
	<ul style="list-style-type: none"> Collaborate to eliminate unnecessary and problematic plastic packaging (across geographic archetypes) in the region to: <ul style="list-style-type: none"> identify the knowledge, technology, and infrastructure gaps, and explore potential solutions, e.g., through supply chain or academic/research collaborations 	L	S											●	

TARGET 1:

Eliminate unnecessary and problematic plastic packaging

through redesign, innovation, and alternative (reuse) delivery models.

OUTCOMES	CORE ACTIVITIES	RESPONSIBILITY Lead (L) Co-Lead (C) Support (S)										TIMELINE			
		ANZPAC Lead Organisation	ACAG	Plastics Pact Network	Brand Owners & Retailers	Governments	Industry Associations	NGO, Community	Packaging Manufacturer	Research & Academia	Waste Management & Recyclers	End 2022	End 2023	End 2024	End 2025
<i>The entire plastics supply chain is accountable and committed to eliminating problematic and unnecessary plastics.</i>	#3 Influence imported packaging • Monitor trade flows of plastic packaging into and within the ANZPAC region to understand and determine the sphere of influence [Evidence-based]	L			C	S				S	C	●	●	●	●
	• Identify and leverage global Plastics Pacts with the highest level of exports to the ANZPAC region to align and support phase-out commitments	L	C	L	S							●	●		
<i>Government policies in the region support elimination, innovation, reuse, and redesign.</i>	#4 Identify opportunities, advocate, and partner for a supportive policy landscape across the region • Facilitate the elimination of unnecessary and problematic plastic packaging through regulation, e.g., additional bans, EPR • Provide economic incentives for elimination or redesign of packaging, e.g., through grants, taxes, education, and training	S	C	C	L	L	L	S		S			●	●	●
<i>Individuals, organisations, and communities are informed and active in reducing unnecessary and problematic plastic packaging.</i>	#5 Deploy relevant education and communication campaigns across geographic archetypes in the region • Drive changed individual and organisational behaviours (in buying, using and disposal of plastic packaging to minimise waste and its adverse impact on our communities, economies, and natural ecosystems) • Align messaging across government agencies, the packaging value chain, and NGOs	L	S		S	L	L	L	S	S	S		●	●	●

TARGET 2: 100% of plastic packaging will be reusable, recyclable, or compostable by 2025.

		RESPONSIBILITY Lead (L) Co-Lead (C) Support (S)										TIMELINE			
		ANZPAC Lead Organisation	ACAG	Plastics Pact Network	Brand Owners & Retailers	Governments	Industry Associations	NGO, Community	Packaging Manufacturer	Research & Academia	Waste Management & Recyclers	End 2022	End 2023	End 2024	End 2025
<i>Members embed globally aligned ANZPAC Circular Design Principles & Guidelines into strategy and business operations.</i>	#1 Drive a strong 'reduction agenda' across the region	L	C	S	L	S	S	S	C	C	C	●			
	<ul style="list-style-type: none"> Define ANZPAC Circular Design Principles & Guidelines to: <ul style="list-style-type: none"> leverage existing circular design resources, i.e., Golden Design Rules (Consumer Goods Forum), SPGs (Sustainable Packaging Guidelines), EMF and CEFLEX design principles and guidelines 														
	<ul style="list-style-type: none"> Members will design and procure plastic packaging that is reusable, recyclable or compostable <ul style="list-style-type: none"> review all packaging against the agreed ANZPAC design principles adopt CEFLEX or the highest recommended standards for recyclable flexible plastics in each country and integrate these into new product development and procurement processes design all flexible packaging to meet these standards, including by eliminating or reducing non-polymer content and meeting minimum thresholds for polyolefin content design all rigid plastics to Quick-start guidelines (APCO resource) or best practices for each country integrate circular design principles into corporate and sustainable packaging strategies and promote the business value (internally and externally) 	S	S		L		S		L		C			●	●
	<ul style="list-style-type: none"> Share ANZPAC Circular Design Principles & Guidelines with: <ul style="list-style-type: none"> identified Plastics Pacts with the highest export markets to the region, and global brands, packaging design manufacturers, packaging design and marketing community influencers, e.g., associations, academia, training 	L		L	L			S	S			●	●		
<i>Packaging recovery improves across the region by redesigning and adopting on-pack labelling.</i>	#2 Expand on-pack labelling for recovery across the region	L			L	S	S	S	L	S	S	●	●	●	●
	<ul style="list-style-type: none"> Members will adopt recognised labels where appropriate Drive awareness, understanding and behaviour change of citizens and organisations through packaging labelling 														

TARGET 2: 100% of plastic packaging will be reusable, recyclable, or compostable by 2025.

		RESPONSIBILITY Lead (L) Co-Lead (C) Support (S)										TIMELINE			
OUTCOMES	CORE ACTIVITIES	ANZPAC Lead Organisation	ACAG	Plastics Pact Network	Brand Owners & Retailers	Governments	Industry Associations	NGO, Community	Packaging Manufacturer	Research & Academia	Waste Management & Recyclers	End 2022	End 2023	End 2024	End 2025
<i>Members actively collaborate to accelerate design for circularity and infrastructures for reuse, recycling, and composting.</i>	#3 Activate Pact Members through Workstreams to accelerate change through knowledge sharing, capacity building and technical cooperation <ul style="list-style-type: none"> Collaborate for 100% of plastic packaging to be reusable, recyclable, or compostable packaging across geographic archetypes: <ul style="list-style-type: none"> analyse plastic packaging on a format-by-format basis to understand which of these should be eliminated and which are suitable for mechanical or advanced recycling or composting identify specific scaled interventions in different regions to achieve the target 	L	S		S	S	S	S	S	L	S		●		
	<ul style="list-style-type: none"> Drive reusable plastic packaging through upstream innovation (B2C, B2B): <ul style="list-style-type: none"> develop the reuse/refill agenda across the ANZPAC region and by geographic archetypes to recognise local contexts identify and implement reusable packaging pilots 	L	S		L		S	S	L	L	C		●	●	
	<ul style="list-style-type: none"> Support current Australia and New Zealand strategies for flexible plastics, including eliminating or redesigning problematic formats, product stewardship to fund recovery, and investments in collection & sorting systems, mechanical recycling, advanced recycling, and composting technologies. Accelerate and extend the reach of these initiatives across the region 	L	S		S	S		S	S	C	L	●			
	<ul style="list-style-type: none"> Develop design for recycling principles for flexible plastics with material acceptance thresholds that align with CEFLEX or the highest recommended standards for recyclable soft plastics across geographic archetypes 	L	S	S	L	S	S	S	C	C	C		●		
	<ul style="list-style-type: none"> Support collaborative pilot demonstration projects for increased reuse, recycling or composting of flexible plastics, building on extensive work already underway in Australia and NZ 	S	S		C	L	S	S		S	L		●	●	
	<ul style="list-style-type: none"> Develop a strategy for compostable plastic packaging innovation 	L	S		C	L			C	L	C		●		
	<ul style="list-style-type: none"> Align position on compostable plastics across geographic archetypes, i.e., format-or sector-specific applications and acceptable standards and certification 	L		C	C	L	S		C	C	C		●		

TARGET 2: 100% of plastic packaging will be reusable, recyclable, or compostable by 2025.

		RESPONSIBILITY Lead (L) Co-Lead (C) Support (S)										TIMELINE			
		ANZPAC Lead Organisation	ACAG	Plastics Pact Network	Brand Owners & Retailers	Governments	Industry Associations	NGO, Community	Packaging Manufacturer	Research & Academia	Waste Management & Recyclers	End 2022	End 2023	End 2024	End 2025
<i>Government policies in the region support innovation in design, reuse, recyclability, and composting.</i>	#4 Identify opportunities, advocate, and partner for a supportive policy landscape across the region <ul style="list-style-type: none"> Facilitate design for recovery through regulation, e.g., through mandated targets for recovery, bans on non-recyclable packaging or EPR with eco-modulated fees, standardisation (including for compostable plastic packaging) Provide economic incentives for elimination or redesign of packaging, e.g., through grants, taxes, education, and training 	S	S	C	L	L	L	S		S			●	●	●
<i>Individuals, organisations, and communities are informed and active in reusing, recycling, and composting packaging.</i>	#5 Deploy relevant education and communication campaigns (across geographic archetypes) in the region <ul style="list-style-type: none"> Share educational resources between ANZPAC Members Clarify and communicate the role of compostable packaging and the need for appropriate usage, i.e., applications, benefits, and risks if no systems are in place Drive changed individual and organisational behaviours to minimise waste: <ul style="list-style-type: none"> in buying, using, and disposing of plastic packaging, and in reuse and refill uptake to minimise waste 	L			S	S	L	L	S	S	S		●	●	●

TARGET 3: Increase plastic packaging collected and effectively recycled by 25% for each geography

within the ANZPAC region.

		RESPONSIBILITY Lead (L) Co-Lead (C) Support (S)										TIMELINE			
		ANZPAC Lead Organisation	ACAG	Plastics Pact Network	Brand Owners & Retailers	Governments	Industry Associations	NGO, Community	Packaging Manufacturer	Research & Academia	Waste Management & Recyclers	End 2022	End 2023	End 2024	End 2025
<i>Improved data provides greater transparency and informs strategy.</i>	#1 Develop ANZPAC market assessments <ul style="list-style-type: none">Map, monitor and model current and future context for plastic material flows across the region (polymer/format); capacity for collection, sorting, and recycling; end markets	L	C	S	S	S	L		S	L	S	●	●		
	<ul style="list-style-type: none">Use data to identify alternative strategies to achieve the target and prioritise areas of greatest impact, e.g., by focusing on eliminating/redesign of flexible plastics, improving infrastructures to reuse or recycle rigid PET, HDPE, and PP and to compost food-contaminated certified compostable packaging	L		S		S	C			L	L		●		
	<ul style="list-style-type: none">Monitor consumption ('placed on market'), recycling and recycling rates of 19 common plastic formats across Australia, New Zealand, and the Pacific Islands (Phase II ANZPAC Recyclability Assessment)	L			L	S	C		S	L	S	●	●	●	●
	<ul style="list-style-type: none">Use data to identify specific materials, formats or applications that could be targeted for voluntary product stewardship initiatives in the region	C	C	S	C	L	S	S		C	C		●		
<i>Material recovery opportunities are increased in the region through improvements in the collection, sorting, reprocessing, and end markets.</i>	#2 Partner to recover plastics in the region <ul style="list-style-type: none">Identify and implement actions to improve the economics and logistics of plastics recovery in the region, i.e., source separation, partnerships, supply chain, logistics innovation and infrastructure improvements	S	C	C	L	L	S	S	C	S	L		●	●	●
	<ul style="list-style-type: none">Define the likely role of non-mechanical (advanced/chemical) recycling in the region and analyse the implications for packaging design, collection, and sorting	S		S	S	L	S		S	L	L		●		
	<ul style="list-style-type: none">Test the technical and economic viability of supply chain partnerships and small-scale technology solutions to improve recovery, e.g., through co-investments between brand owners, packaging manufacturers, recyclers, and waste management companies	S		S	L	L	S	S		S	L		●	●	
	<ul style="list-style-type: none">Accelerate and support best practice Container Deposit Schemes (CDS) across geographic archetypes	L		S	L	L	S	S		S	L		●	●	●

TARGET 3:

Increase plastic packaging collected and effectively recycled by 25% for each geography

within the ANZPAC region.

		RESPONSIBILITY Lead (L) Co-Lead (C) Support (S)										TIMELINE			
		ANZPAC Lead Organisation	ACAG	Plastics Pact Network	Brand Owners & Retailers	Governments	Industry Associations	NGO, Community	Packaging Manufacturer	Research & Academia	Waste Management & Recyclers	End 2022	End 2023	End 2024	End 2025
<i>Members actively collaborate to accelerate change for improved collection and effective recycling.</i>	#3 Activate Members through Workstreams to accelerate transformation with knowledge sharing, capacity building and technical cooperation <ul style="list-style-type: none"> Collaborate to increase the collection and recycling of plastic packaging across geographic archetypes: <ul style="list-style-type: none"> use ANZPAC's Recyclability Assessment and Member consultation to identify specific materials or formats that could be targeted for voluntary product stewardship initiatives in the region develop collaborative projects to recover targeted materials or formats 	L	S		L		S	S	S	S	S		●	●	●
<i>Government policies in the region increase packaging collection and recovery.</i>	#4 Identify opportunities, advocate, and partner for a supportive policy landscape across the region that <ul style="list-style-type: none"> Promote policies that facilitate increased plastic packaging collected and effectively recycled in each geography, e.g., through CDS, EPR Provide economic support for improved collection, sorting, and reprocessing infrastructures, e.g., through grants, tax incentives Remove barriers to recycling and improve economic incentives for collection and recycling 	S		C	L	L	L	S		S				●	●
<i>Individuals, organisations, and communities are informed and active in recycling and composting packaging.</i>	#5 Deploy relevant education and communication campaigns across geographic archetypes <ul style="list-style-type: none"> Share educational resources between ANZPAC Members and key stakeholders Drive changed individual and organisational behaviours in source separating plastic packaging for improved recovery Align messaging across governments, the packaging value chain, and NGOs 	S	C	S	L	S	L	L	S	S	S		●	●	●

TARGET 4: Average of 25% recycled content

in plastic packaging across the region.

<div>TARGET 4: Average of 25% recycled content</div> <div>in plastic packaging across the region.</div>		RESPONSIBILITY Lead (L) Co-Lead (C) Support (S)										TIMELINE			
		ANZPAC Lead Organisation	ACAG	Plastics Pact Network	Brand Owners & Retailers	Governments	Industry Associations	NGO, Community	Packaging Manufacturer	Research & Academia	Waste Management & Recyclers	End 2022	End 2023	End 2024	End 2025
OUTCOMES	CORE ACTIVITIES														
<i>Improved data provides greater transparency and informs strategy.</i>	#1 Optimise recycled content opportunities across the region • Map and monitor recycled content flows (recycled content, polymers, used) into and within the ANZPAC region to determine baseline and sphere of influence. [Evidence-based]	L		S	S	L	C		L	S	S		●		
	• Establish polymer-specific targets across regions, considering supply chains, import dependencies and geographic archetypes.	L	S	C	L	S				S	L		●		
	• Leverage Plastics Pacts in countries with the highest exports to the ANZPAC region to promote increased PCR content.	L		L	S								●		
	• Develop voluntary standards for recycled content that address any identified concerns from brand owners, retailers, and packaging manufacturers.	L	S	S	L	S	S		S	C	S		●	●	●
<i>Members increase their use of recycled content in packaging wherever feasible.</i>	#2 Strengthen the coalition of leaders in the region to support increased availability and use of recycled content • Members pledge to increase the use of post-consumer recycled (PCR) materials (regionally sourced as available) • Use data from Pledges to analyse gaps in demand or supply for key materials or formats	L	S	S	L	S	L	L			L		●	●	●
<i>Members actively collaborate across the supply chain to accelerate the value and increased use of recycled content.</i>	#3 Activate Members through Workstreams to increase recycled content • Target knowledge and technology gaps, i.e., through sector-specific, multi-sector initiatives • Access technology, capacity building and scientific and technical cooperation • Explore the technical and economic viability of solutions	L	S		L		S	S	S	L	S		●	●	●
	• Accelerate material, product, and process innovations across the value chain through multi-sector partnerships, e.g., research and development (R&D), academia, logistics, supply chain	L		S	S	S			S	L	S				

TARGET 4: Average of 25% recycled content

in plastic packaging across the region.

		RESPONSIBILITY Lead (L) Co-Lead (C) Support (S)										TIMELINE			
		ANZPAC Lead Organisation	ACAG	Plastics Pact Network	Brand Owners & Retailers	Governments	Industry Associations	NGO, Community	Packaging Manufacturer	Research & Academia	Waste Management & Recyclers	End 2022	End 2023	End 2024	End 2025
OUTCOMES	CORE ACTIVITIES														
<i>Government policies in the region support and incentivise increased recycled content in packaging.</i>	#4 Identify opportunities, advocate, and partner for a supportive policy landscape across the region <ul style="list-style-type: none"> Integrate standards for recycled content in procurement by industry and governments across the region Promote policies that facilitate achieving an average of 25% recycled content, e.g., through mandated PCR targets Remove barriers and improve the economics of using recycled content, e.g., through tax incentives 	S	C	C	L	L	L	S		S			●	●	●
<i>Individuals, organisations, and communities are informed and active in purchasing packaging with recycled content.</i>	#5 Deploy relevant education and communication campaigns across geographic archetypes <ul style="list-style-type: none"> Share educational resources between ANZPAC Members Educate and drive changed organisational behaviours to use more recycled content in packaging and individuals to buy products made with recycled content Align messaging across governments, the packaging value chain, and NGOs 	L	C		S	S	L	L	S	S	S		●	●	●

ANZPAC Roadmap to 2025

Progress to Date

Many ANZPAC Members have already achieved significant progress towards the targets. Product and packaging manufacturers are redesigning their packaging portfolios to improve recyclability.

Innovation in the recycling industry creates opportunities for more plastic packaging materials to be recovered at the end of use. Governments in New Zealand, Australia and various Pacific Island countries have policies to ban problematic single-use

plastic items such as shopping bags, straws, and takeaway food packaging with work continuing by some jurisdictions to examine other product bans. Non-government organisations are engaging communities in waste reduction and litter clean-ups.

ANZPAC will learn from best practices across the region and the global Plastics Pact Network to drive a faster pace of change through more focused and coordinated action, while recognising the unique local challenges for regional and remote areas within the territory.



Clean Up Australia

Roadmap development

The ANZPAC Roadmap to 2025 is the culmination of polls, meetings, workshops, and discussions within ACAG, Workstreams and with Members in ANZPAC's first year. ACAG co-created the ANZPAC Member Vision statement, and early polls defined the Workstreams, which prioritised initiatives based on identified knowledge and technology gaps and barriers to circularity.

The Roadmap drives change toward a more circular economy for plastics by focusing on the four Regional Plastics Targets and specific outcomes. Each target area requires accelerated action by individual Members and through collaborative projects (outcomes #1, #2 and #3), supportive government policy (outcome #4) and community education and engagement (outcome #5).

Within each target area, there is also a strong focus on two priorities for circularity:

- **Upstream innovation** to reduce consumption and waste at source by eliminating, reducing, or reusing packaging

- **Flexible plastic packaging** to eliminate problematic and unnecessary flexible packaging and ensure all flexible packaging can be recovered

Each Core Activity is led and supported by specific organisations, e.g., ANZPAC Team within the lead organisation APCO, ACAG leadership group, global Plastics Pact Network, Brand Owners & Retailers, Governments, Industry Associations, NGOs, Community Groups, Packaging Manufacturers, Research & Academia, Waste Management & Recyclers. Each organisation will have active and clearly defined roles and timelines that indicate when the activities

will occur. Targets will only be achieved through collective action by many organisations. For each target, ANZPAC has compiled an initial inventory of mutually reinforcing activities to leverage across the region, which can be found **here**.

Targets will only be achieved through collective action by many organisations.

Measuring Impact: Monitoring & Reporting

ANZPAC demonstrates progress toward the ANZPAC 2025 Targets through systematic monitoring and reporting.

The ANZPAC Recyclability Assessment informs strategy and determines benchmark recycling performance for the region.

Members collect data to monitor their plastic packaging portfolios and create annual Member Reports. Data is then aggregated and anonymised in a public ANZPAC Progress Report to demonstrate collective action and progress towards the targets alongside the others in the Plastics Pact Network.

RECYCLABILITY ASSESSMENT

All Plastics Pacts complete a local (regional in ANZPAC's case) Recyclability Assessment to inform strategic decisions, such as Target-setting, and enrich the global Plastics Pact Network. The Recyclability Assessment measures baseline consumption ('placed on market'), regional recycling and recycling rates for the Plastics Pact Network's identified 19 common plastic packaging categories across the ANZPAC region. Current and future data sets will assist in monitoring progress toward the ANZPAC Regional Plastics Targets as well as identifying gaps and opportunities for collective action.

ANZPAC MEMBER REPORTING

By collecting data to monitor plastic packaging for ANZPAC Member Reporting, Members can assess their plastic portfolio, identify opportunities, and highlight achievements and individual progress toward the ANZPAC Regional Plastics Targets.

In completing the ANZPAC Member Report, Members support the Plastics Pact Network to track trends and global progress towards 2025. Reporting ensures that each Plastics Pact and its Members remain transparent and accountable in their commitment to achieving a circular plastics economy. In addition, reporting allows Pacts to demonstrate progress and amplify success stories to help scale-up solutions to common problems.

ANZPAC PROGRESS REPORT

The information collected through ANZPAC Member Reports is aggregated and anonymised in a public yearly ANZPAC Progress Report to demonstrate collective action and progress towards the ANZPAC Regional Plastics Target by 2025.

The valuable data and learnings help identify gaps and opportunities for future collective action, highlight best practices and share learning about plastics within the region and global community. Monitoring and reporting are essential in tracking progress toward the 2025 ANZPAC Targets.

Taking action

ANZPAC will work with Members to continue prioritising and coordinating the activities identified in this Roadmap to drive progress toward the key outcomes.

The ANZPAC team will continue to facilitate Member Workstreams, projects and initiatives. It is expected that Members embed the Roadmap within their organisation and take action towards the activities and timescales outlined. While 2025 is only a few short years away, the area of circular economy in Oceania is a fast-moving space. It is anticipated that this Roadmap is a dynamic document reviewed and updated as required.

JOIN THE PACT

ANZPAC Membership is open to a variety of organisations from businesses, governments, community groups, industry bodies and more.



APPENDIX: Mutually Reinforcing Activities for Collective Impact

TARGET 1: Eliminate unnecessary and problematic plastic packaging through redesign, innovation, and alternative (reuse) delivery models.		MUTUALLY REINFORCING ACTIVITIES			
OUTCOMES	CORE ACTIVITIES	Global	Australia	New Zealand	Pacific Island Countries
<i>Unnecessary and problematic plastic packaging formats eliminated.</i>	#1 Drive a strong 'reduction agenda' across the region <ul style="list-style-type: none"> Define criteria for unnecessary and problematic plastic packaging for elimination across geographic archetypes in the region and identify priority items for elimination or innovation [Evidence-based] <ul style="list-style-type: none"> eliminate packaging not serving an essential function, and innovate upstream when packaging serves an essential function 	<ul style="list-style-type: none"> Global Plastics Pact Network activities Negotiation of a global agreement to end plastic pollution by 2024 Consumer Goods Forum Golden Design Rules EMF Flexible Packaging Strategy (21 specific and urgent actions) EMF and UN Global Commitment World Packaging Organisation (WPO) Packaging Design for Recycling 	<ul style="list-style-type: none"> State and Territory Government bans on selected single-use plastics (SUPs) National Waste Policy, Plastics Plan, Recycling and Waste Reduction Act APCO Collective Impact activity on SUPs: to update priority list and advise ban extensions APCO Compostable Packaging Guide Expanded polystyrene (EPS) Roadmap APCO Action Plan for Problematic and Unnecessary Single-Use Plastic Packaging Sustainable Packaging Guidelines (SPGs) ARL Program's Packaging Recyclability Assessment Portal (PREP) updates SME ARL Program APCO QuickStart guides for recyclability Australian Institute of Packaging (AIP) training and education APCO Action Plan for PFAS in fibre-based packaging 	<ul style="list-style-type: none"> National Plastics Action Plan & Plastics Innovation Fund Rethinking Plastics in Aotearoa New Zealand The Packaging Forum and NZ's Soft Plastics Recycling Scheme members and closed-loop activities Plastics New Zealand Re:Plastics initiative Making Zero the Hero, SCION Research & New Zealand's New Plastics Economy Roadmap Phase out of single-use plastics in NZ. Regulations now in place for 1st Tranche - PVC pre-formed trays and containers. PS takeaway container, EPS food and beverage packaging (noodle cups) Phase out OCT 2022¹⁷ AIP training and education 	<ul style="list-style-type: none"> Country-specific bans on packaging types Samoa - Styrofoam ban Vanuatu - The Waste (Plastic Bag) Management Regulations Cleaner Pacific 2025 ODA funded Pacific Ocean Litter Project (POLP) being delivered by SPREP DFAT Pacific Ocean Litter Program (POLP)
	Members will: <ul style="list-style-type: none"> review product portfolios for identified unnecessary and problematic plastic packaging 				
	Members will: <ul style="list-style-type: none"> design strategies to eliminate all identified problematic and unnecessary plastic packaging placed on market across the region with a particular focus on flexible plastics e.g., design out problematic or multi-layer materials, improve material choices integrate strategies into corporate plans including for locally manufactured and imported ranges embed a critical assessment of the need for flexible packaging in all new product development processes, aim to eliminate where possible identify opportunities for innovation, particularly for flexible plastics consider the sustainability of fibre sources and compatibility with recycling and composting systems if substituting with paper-based packaging 				

OUTCOMES	CORE ACTIVITIES	MUTUALLY REINFORCING ACTIVITIES			
		Global	Australia	New Zealand	Pacific Island Countries
<i>Members actively collaborate to accelerate redesign and innovation options to eliminate problematic and unnecessary plastics.</i>	#2 Activate Members through Workstreams to promote knowledge sharing, capacity building and cooperation <ul style="list-style-type: none"> Develop an agreed list of packaging materials that should be eliminated (voluntarily or through bans) on a format-by-format basis 	<ul style="list-style-type: none"> EMF Flexible Packaging Strategy EMF Global Recyclability Assessment (Plastics Pact Network & New Plastics Economy) Global Plastics Pact Network member activities WPO Packaging Design for Recycling WPO Waste Stream Mapping Guides 	<ul style="list-style-type: none"> National Plastics Plan Plastics Flows and Fates Report APCO Working Groups Corporate R&D Ending Plastics Waste Mission (CSIRO) Academia Australian Institute of Packaging (AIP) activities 	<ul style="list-style-type: none"> Plastics New Zealand - Re:Plastics activities Corporate R&D Making Zero the Hero, SCION Research & New Zealand's New Plastics Economy Roadmap National Waste Minimisation Fund – supporting industry led (voluntary) solutions, i.e., product stewardship Academia See Phase outs above Plastic produce bags/ labels in mid-2023 All other PVC and PS food and beverage packaging in mid-2025 National Waste Minimisation Fund – supporting industry-led (voluntary) solutions, i.e., product stewardship 	<ul style="list-style-type: none"> SPREP, PRIFF, JICA Development & Aid Agencies Academia
	<ul style="list-style-type: none"> Collaborate to eliminate unnecessary and problematic flexible plastic packaging (across geographic archetypes) in the region <ul style="list-style-type: none"> identify knowledge, technology, and infrastructure gaps explore potential solutions e.g., through supply chain or academic/research collaborations 				
<i>The entire plastics supply chain is accountable and committed to eliminating problematic and unnecessary plastics.</i>	#3 Influence imported packaging <ul style="list-style-type: none"> Monitor trade flows of plastic packaging into and within the ANZPAC region, to understand and determine the sphere of influence [Evidence-based] 	<ul style="list-style-type: none"> Global Plastics Pact Network member activities 	<ul style="list-style-type: none"> National Waste Report Plastics Flows and Fates Report 'Environmentally Responsible Trade Report' by UTS, APWC and CIE for DAWE EPS Roadmap 	<ul style="list-style-type: none"> Making Zero the Hero, SCION Research & New Zealand's New Plastics Economy Roadmap Imports will be addressed through the design of a mandatory plastic packaging PS scheme 	<ul style="list-style-type: none"> SPREP 2017-2026 Strategic Plan Cleaner Pacific 2025: Pacific Regional Waste & Solution Management Strategy (SPREP/JICA) Vanuatu - Department of Environmental Protection and Conservation Waste Management Act No.24²⁰
	<ul style="list-style-type: none"> Identify and leverage Plastics Pacts with the highest level of exports to the ANZPAC region to align and support phase-out commitments 				

OUTCOMES	CORE ACTIVITIES	MUTUALLY REINFORCING ACTIVITIES			
		Global	Australia	New Zealand	Pacific Island Countries
<i>Government policies in the region support elimination, innovation, reuse, and redesign.</i>	#4 Identify opportunities, advocate, and partner for a supportive policy landscape across the region <ul style="list-style-type: none"> Facilitate the elimination of unnecessary and problematic plastic packaging through regulation, e.g., additional bans, EPR Provide economic incentives for elimination or redesign of packaging, e.g., grants, taxes, education, and training 	<ul style="list-style-type: none"> A European Strategy for Plastics in a Circular Economy Negotiation of a global agreement to end plastic pollution by 2024 	<ul style="list-style-type: none"> National Plastics Plan APCO Working Groups Corporate R&D Ending Plastics Waste Mission (CSIRO) Academia National Product Stewardship Investment Fund, Product Stewardship Centre of Excellence AIP activities 	<ul style="list-style-type: none"> Plastics New Zealand - Re:Plastics initiative Corporate R&D Making Zero the Hero, SCION Research & New Zealand's New Plastics Economy Roadmap National Waste Minimisation Fund – supporting industry-led (voluntary) solutions, i.e., product stewardship Academia Compostable plastic is included with the definition of plastic packaging under the Priority Products regulations Consumer goods (retail or wholesale) plastic packaging alignment. 	<ul style="list-style-type: none"> SPREP, PRIFF, JICA Development & Aid Agencies Academia
<i>Individuals, organisations, and communities are informed and active in reducing unnecessary and problematic plastic packaging.</i>	#5 Deploy relevant education and communication campaigns across geographic archetypes in the region <ul style="list-style-type: none"> Drive changed individual and organisational behaviours (in buying, using and disposal of plastic packaging to minimise waste and its adverse impact on our communities, economies, and natural ecosystems) Align messaging across government agencies, the packaging value chain, and NGOs 	<ul style="list-style-type: none"> Negotiation of a global agreement to end plastic pollution by 2024 Zero Waste Europe 	<ul style="list-style-type: none"> National Plastics Plan Plastics Mission (CSIRO) – behaviour piece Planet Ark (Recycling Near You [RNY], Business Recycling [BR], and Australian Circular Economy Hub [ACE Hub]) ARL National Consumer Education campaign, includes assets on reduction, avoidance, reuse, recycled content, compostability and the ARL Australian Institute of Packaging (AIP) activities 	<ul style="list-style-type: none"> United Nations Environment Program CleanSeas campaign Plastics NZ's 'Circular Fund'²¹ Australian Institute of Packaging (AIP) activities 	<ul style="list-style-type: none"> United Nations Environment Program CleanSeas campaign

TARGET 2: 100% of plastic packaging will be reusable, recyclable, or compostable by 2025.

		MUTUALLY REINFORCING ACTIVITIES			
		Global	Australia	New Zealand	Pacific Island Countries
OUTCOMES	CORE ACTIVITIES				
<i>Members embed globally aligned ANZPAC Circular Design Principles & Guidelines into strategy and business operations.</i>	#1 Drive a strong 'upstream innovation agenda' across the region <ul style="list-style-type: none"> Define ANZPAC Circular Design Principles & Guidelines <ul style="list-style-type: none"> leverage existing circular design resources, i.e., Golden Design Rules (Consumer Goods Forum), SPGs (Sustainable Packaging Guidelines), EMF and CEFLEX design principles and guidelines 	<ul style="list-style-type: none"> Consumer Goods Forum Golden Design Rules EMF Flexible Packaging Strategy (21 specific and urgent actions) CEFLEX Designing for a Circular Economy Guidelines CEFLEX Project Barrier EMF Upstream Innovation: a Guide to Packaging Solutions EMF and IDEO The Circular Design Guide WPO Packaging Design for Recycling WPO Waste Stream Mapping Guides 	<ul style="list-style-type: none"> National Plastics Plan Commonwealth Sustainable Procurement Guidelines APCO SPGs APCO Member activities & special projects Australian Packaging Covenant obligations and Packaging Sustainability Framework APCO QuickStart Guides & SPGs National Compostable Packaging Strategy including local lab testing investigation ARL Program and SME ARL Program Recycled content program (Pledge & traceability standard) APCO Considerations for Compostable Packaging Guide APCO Design Smart Material Guides AIP training and education 	<ul style="list-style-type: none"> Plastics New Zealand Re:Plastics Design Guide Making Zero the Hero, SCION Research & New Zealand's New Plastics Economy Roadmap The Packaging Forum and NZ's Soft Plastics Recycling Scheme members and closed-loop activities Design and implementation of a Plastic Priority Product Scheme will build in circularity AIP training and education 	<ul style="list-style-type: none"> Moana Taka Partnership Framework to address plastic pollution in the Pacific region (new) – Members to adopt initiatives to address circular design. National Plastic Pollution Prevention Plans
	<ul style="list-style-type: none"> Members will design and procure plastic packaging that is reusable, recyclable or compostable <ul style="list-style-type: none"> review all packaging against the agreed ANZPAC design principles adopt CEFLEX or the highest recommended standards for recyclable flexible plastics in each country and integrate these into new product development and procurement processes design all flexible packaging to meet these standards, including by eliminating or reducing non-polymer content and meeting minimum thresholds for polyolefin content design all rigid plastics to Quick-start guidelines or best practices for each country integrate circular design principles into corporate and sustainable packaging strategies and promote the business value (internally and externally) 				
	<ul style="list-style-type: none"> Share ANZPAC Circular Design Principles & Guidelines with <ul style="list-style-type: none"> identified Plastics Pacts with the highest export markets to the region global brands, packaging design manufacturers, packaging design and marketing community influencers, e.g., associations, academia, training 				
<i>Packaging recovery improves across the region by redesigning and adopting on-pack labelling.</i>	#2 Expand on-pack labelling for recovery across the region <ul style="list-style-type: none"> Members will adopt recognised labels where appropriate Drive awareness, understanding and behaviour change of citizens and organisations through packaging labelling 	<ul style="list-style-type: none"> 'Can I recycle this' A Global Mapping and Assessment of Standards, Labels and Claims on Plastic Packaging WRAP On-Pack Recycling Label (OPRL) Sustainable Packaging Coalition How2Recycle label 	<ul style="list-style-type: none"> National Plastics Plan Australasian Recycling Label (ARL) uptake, including SMEs National Oil Container Product Stewardship scheme implementation plan APCO EPR & Product stewardship activities 	<ul style="list-style-type: none"> ARL uptake New Zealand Food and Grocery Council activities 	<ul style="list-style-type: none"> Framework to address plastic pollution in the Pacific region (new) – Members to adopt initiatives to address circular design. National Plastic Pollution Prevention Plans

OUTCOMES	CORE ACTIVITIES	MUTUALLY REINFORCING ACTIVITIES			
		Global	Australia	New Zealand	Pacific Island Countries
<i>Members actively collaborate to accelerate design for circularity and infrastructures for reuse, recycling, and composting.</i>	#3 Activate Pact Members through Workstreams to accelerate change through knowledge sharing, capacity building and technical cooperation <ul style="list-style-type: none"> Collaborate for 100% of plastic packaging to be reusable, recyclable, or compostable packaging across geographic archetypes <ul style="list-style-type: none"> Analyse plastic packaging on a format-by-format basis to understand which of these should be eliminated, and which are suitable for mechanical or advanced recycling or composting Identify specific scaled interventions in different regions to achieve the target 	<ul style="list-style-type: none"> Global Plastics Pact Network activities 	<ul style="list-style-type: none"> APCO research on recyclability by format APCO Considerations for compostable plastic packaging Corporate R&D Ending Plastics Waste Mission (CSIRO) Plastics Flows and Fates Report Advanced Recycling: Turning Plastic Waste Report (CSIRO) PREP tool 	<ul style="list-style-type: none"> WasteMINZ resources on compostable packaging Packaging innovation Fund Plastics New Zealand - Re:Plastics Initiative 	<ul style="list-style-type: none"> Moana Taka Partnership Framework to address plastic pollution in the Pacific region (new) <ul style="list-style-type: none"> Members to adopt initiatives to address circular design. National Plastic Pollution Prevention Plans
	<ul style="list-style-type: none"> Drive reusable plastic packaging through upstream innovation (B2C, B2B) <ul style="list-style-type: none"> Develop the reuse/refill agenda across the ANPAC region and across geographic archetypes. Identify and implement reusable packaging pilots 	<ul style="list-style-type: none"> EMF Reuse – Rethinking Packaging 	<ul style="list-style-type: none"> APCO Scaling Up Reusable Packaging 	<ul style="list-style-type: none"> Plastics New Zealand - Re:Plastics Design Guide & activities 	<ul style="list-style-type: none"> Moana Taka Partnership Framework to address plastic pollution in the Pacific region (new) <ul style="list-style-type: none"> Members to adopt initiatives to address circular design. National Plastic Pollution Prevention Plans
	<ul style="list-style-type: none"> Support current Australia and New Zealand strategies for flexible plastics including elimination or redesign of problematic formats, product stewardship to fund recovery, and investments in collection & sorting systems, mechanical recycling, advanced recycling, and composting technologies. Accelerate and extend the reach of these initiatives across the region 	<ul style="list-style-type: none"> CEFLEX Designing for a Circular Economy Guidelines CEFLEX Project Barrier 	<ul style="list-style-type: none"> Partner projects: APCO, REDCycle, Prep Design, and other recyclers such as IQ Renew, future advanced recycling facility operators, AFGC National Packaging Recycling Scheme (NPRS) National Product Stewardship Investment Fund Product Stewardship Centre of Excellence National Recycling Modernisation Fund RMF) Modern Manufacturing Initiative (MMI) 	<ul style="list-style-type: none"> NZ Soft Plastics Recycling Scheme Investigation into advanced recycling options for NZ 	
	<ul style="list-style-type: none"> Develop design for recycling principles for flexible plastics with material acceptance thresholds that align with CEFLEX or the highest recommended standards for recyclable soft plastics across geographic archetypes 				
	<ul style="list-style-type: none"> Support collaborative pilot demonstration projects for increased reuse, recycling or composting of flexible plastics, building on extensive work already underway in Australia and NZ 				

OUTCOMES	CORE ACTIVITIES	MUTUALLY REINFORCING ACTIVITIES			
		Global	Australia	New Zealand	Pacific Island Countries
<i>Members actively collaborate to accelerate design for circularity and infrastructures for reuse, recycling, and composting.</i>	<ul style="list-style-type: none"> Develop a strategy for compostable plastic packaging innovation (B2C, B2B) 	<ul style="list-style-type: none"> EMF Global Recyclability Assessment (Plastics Pact Network & New Plastics Economy) European standards for compostable plastics 	<ul style="list-style-type: none"> APCOs considerations for composting biodegradable packaging SPGs / waste hierarchy National Waste Policy National Plastics Plan National Compostable Packaging Strategy Ending Plastics Waste Mission (CSIRO) Compost Connect Australian Standards for compostable plastics ABA verification and labelling program State and Territory Government bans on selected single-use plastics (SUPs) and waste reduction strategies 	<ul style="list-style-type: none"> Plastics New Zealand - Re:Plastics Design Guide & activities Ministry for the Environment position statement on compostable products Making Zero the Hero, SCION Research & New Zealand's New Plastics Economy Roadmap NZ Govt guidelines on compostable products NZFGC and NZ Packaging Forum guides 	<ul style="list-style-type: none"> Framework to address plastic pollution in the Pacific region (new) – Members to adopt initiatives to address circular design. National Plastic Pollution Prevention Plans
	<ul style="list-style-type: none"> Align position on compostable plastics across geographic archetypes, i.e., format-or sector-specific applications and acceptable standards and certification 				
<i>Government policies in the region support innovation in design, reuse, recyclability, and composting.</i>	<p>#4 Identify opportunities, advocate, and partner for a supportive policy landscape across the region</p> <ul style="list-style-type: none"> Facilitate design for recovery through regulation, e.g., through mandated targets for recovery, bans on non-recyclable packaging or EPR with eco-modulated fees Provide economic incentives for elimination or redesign of packaging, e.g., grants, taxes, education, and training 	<ul style="list-style-type: none"> Negotiation of a global agreement to end plastic pollution by 2024 UK Government Plastic Packaging Tax 	<ul style="list-style-type: none"> National Plastics Plan: Waste Export Ban ARL Program Recycling and Waste Reduction Act 	<ul style="list-style-type: none"> Refillables – included in the Transforming Recycling proposals. 	<ul style="list-style-type: none"> SPREP 2017-2026 Strategic Plan SPREP Pacific Regional Action Plan: Marine Litter (2018-2025) Cleaner Pacific 2025: Pacific Regional Waste & Solution Management Strategy (SPREP/JICA) Department of Environmental Protection and Conservation Waste Management Act No.24 Draft Vanuatu National Plastics Strategy (2020-2030) Plastic Waste-Free Islands (PWFI) Project (IUCN & Gov Vanuatu) the Commonwealth Clean Ocean Alliance (CCOA) Environment Management (Budget Amendment) Act

OUTCOMES	CORE ACTIVITIES	MUTUALLY REINFORCING ACTIVITIES			
		Global	Australia	New Zealand	Pacific Island Countries
<i>Individuals, organisations, and communities are informed and active in reusing, recycling, and composting packaging.</i>	#5 Deploy relevant education and communication campaigns (across geographic archetypes) in the region <ul style="list-style-type: none"> • Share educational resources between ANZPAC Members • Clarify and communicate the role of compostable packaging and the need for appropriate usage, i.e., applications, benefits, and risks if no systems are in place • Drive changed individual and organisational behaviours to minimise waste: <ul style="list-style-type: none"> - in buying, using, and disposing of plastic packaging - in reuse and refill uptake to minimise waste 	<ul style="list-style-type: none"> • United Nations Environment Program CleanSeas campaign • WPO Packaging Design for Recycling • WPO Waste Stream Mapping Guides 	<ul style="list-style-type: none"> • Planet Ark – RNY, BR and ACE Hub • National Plastics Plan • AAC - existing National Consumer Education Resources • Commonwealth Sustainable Procurement Guidelines • AIP training and education 	<ul style="list-style-type: none"> • Potential for inclusion in roll-out of a proposed CRS and Plastic Priority Product Scheme in 2025 • AIP training and education 	<ul style="list-style-type: none"> • United Nations Environment Program CleanSeas campaign

TARGET 3:

Increase plastic packaging collected and effectively recycled by 25% for each geography within the ANZPAC region.

		MUTUALLY REINFORCING ACTIVITIES			
		Global	Australia	New Zealand	Pacific Island Countries
OUTCOMES	CORE ACTIVITIES				
Improved data provides greater transparency and informs strategy.	#1 Develop ANZPAC market assessments <ul style="list-style-type: none"> Map, monitor and model current and future context for plastic material flows across the region (polymer/format); capacity for collection, sorting, and recycling; end markets 	<ul style="list-style-type: none"> EMF Global Recyclability Assessment (Plastics Pact Network & New Plastics Economy) 	<ul style="list-style-type: none"> APCO National Oil Container Product Stewardship scheme project - collections and logistics activity APCO annual Consumption & Recovery Data Report APCO annual Material Flow Analysis (MFA) program (Pledge & traceability standard) APCO Considerations for Compostable Packaging Guide APCO Design Smart Material Guides AIP training and education Plastics Flows and Fates Report 	<ul style="list-style-type: none"> Making Zero the Hero, SCION Research & New Zealand's New Plastics Economy Roadmap Consumption data - FGC (food & grocery) Plastic packaging is a Priority Product CRS under consultation 	<ul style="list-style-type: none"> JICA data reports (JPRISM-II) PRIF, SPREP and PacWaste Plus activities World Bank reports Commonwealth Litter Program (CLiP) Plastic Waste-Free Islands (PWFI) Project IUCN, UNEP-GEF, SWAP, ADB
	<ul style="list-style-type: none"> Use data to identify alternative strategies to achieve the target and prioritise areas of greatest impact, e.g., by focusing on elimination/redesign of flexible plastics, improving infrastructures to reuse or recycle rigid PET, HDPE, and PP and to compost food-contaminated packaging 				
	<ul style="list-style-type: none"> Monitor consumption ('placed on market'), recycling and recycling rates of 19 common plastic formats across Australia, New Zealand, and the Pacific Islands (<i>Phase II ANZPAC Recyclability Assessment</i>) 				
	<ul style="list-style-type: none"> Use data to identify specific materials, formats or applications that could be targeted for voluntary product stewardship initiatives in the region 		<ul style="list-style-type: none"> APCO National Oil Container Product Stewardship scheme project National Product Stewardship Investment Fund Product Stewardship Centre of Excellence activities EPS Roadmap Existing product stewardship schemes for soft plastics, paint, mobile phones, e-waste etc Proposed product schemes for silage wrap, other agricultural plastics, cosmetics packaging, coffee capsules etc 	<ul style="list-style-type: none"> New Zealand Soft Plastics Recycling Scheme APCO project looking at recycled content - involves NZFGC and Members 	

OUTCOMES	CORE ACTIVITIES	MUTUALLY REINFORCING ACTIVITIES			
		Global	Australia	New Zealand	Pacific Island Countries
<i>Material recovery opportunities are increased in the region through improvements in the collection, sorting, reprocessing, and end markets.</i>	#2 Partner to recover plastics in the region	<ul style="list-style-type: none"> WPO Packaging Design for Recycling WPO Waste Stream Mapping Guides Recovery initiatives (e.g., NEXTLOOPP) 	<ul style="list-style-type: none"> National Recycling Modernisation Fund (RMF) State and territory CDS IQ Renew/REDcycle expansion Advanced Recycling: Turning Plastic Waste Report (CSIRO) CSIRO pyrolysis testing (End Plastics Waste Mission) Industry investments in advanced recycling (Licella, Brightmark, Genos etc.) APCO National Oil Container Product Stewardship scheme project UNSW SMaRT Centre microfactories 	<ul style="list-style-type: none"> The Packaging Forum NZ's Soft Plastics Recycling Scheme members and closed-loop activities Proposed as a consultancy project in the co-design process Soft Plastics research project – processing options for NZ 	<ul style="list-style-type: none"> Moana Taka agreement UTS research on Environmentally Responsible Trade in Waste Plastics in the Asia Pacific Region Member pilots (1million bottles, Vanuatu; MPS in Samoa, SWARMA in Samoa) recovered plastics repatriation to Australia WB, PRIF, SPREP, Marine Plastic Solutions scoping PIC Plastics Recovery Hub Pilot
	<ul style="list-style-type: none"> Identify and implement actions to improve the economics and logistics of plastics recovery in the region (source separation, partnerships, supply chain, logistics innovation and infrastructure improvements) 				
	<ul style="list-style-type: none"> Define the likely role of non-mechanical (advanced/chemical) recycling in the region and analyse the implications for packaging design, collection, and sorting 				
	<ul style="list-style-type: none"> Test the technical and economic viability of supply chain partnerships and small-scale technology solutions to improve recovery, e.g., through co-investments between brand owners, packaging manufacturers, recyclers, and waste management companies 				
<i>Members actively collaborate to accelerate change for improved collection and effective recycling.</i>	<ul style="list-style-type: none"> Accelerate and support best practice Container Deposit Schemes (CDS) across geographic archetypes 		<ul style="list-style-type: none"> National Recycling Modernisation Fund (RMF) Corporate R&D National Plastics Plan Roadmap for the Harmonisation of Kerbside Collection End Plastics Waste Mission (CSIRO) Academia 	<ul style="list-style-type: none"> Plastics Innovation Fund Corporate R&D Making Zero the Hero (SCION) Academia Plastics New Zealand - Re:Plastics activities Soft Plastics project – processing options for NZ Plastics NZ has a “Circular” fund 	<ul style="list-style-type: none"> SPREP Development & Aid Agencies Academia
	#3 Activate Members through Workstreams to accelerate transformation through knowledge sharing, capacity building and technical cooperation <ul style="list-style-type: none"> Collaborate to increase the collection and recycling of plastic packaging across geographic archetypes <ul style="list-style-type: none"> Use ANZPAC's Recyclability Assessment and Member consultation to identify specific materials or formats that could be targeted for voluntary product stewardship initiatives in the region Develop collaborative projects to recover targeted materials or formats 				

OUTCOMES	CORE ACTIVITIES	MUTUALLY REINFORCING ACTIVITIES			
		Global	Australia	New Zealand	Pacific Island Countries
<i>Government policies in the region increase packaging collection and recovery.</i>	<p>#4 Identify opportunities, advocate, and partner for a supportive policy landscape across the region that</p> <ul style="list-style-type: none"> Promote policies that facilitate increased plastic packaging collected and effectively recycled in each geography, e.g., through CDS, EPR Provide economic support for improved collection, sorting, and reprocessing infrastructures, e.g., through grants, tax incentives Remove barriers to recycling and improve economic incentives for collection and recycling 	<ul style="list-style-type: none"> UK Government Plastic Packaging Tax 	<ul style="list-style-type: none"> National Waste Policy, National Plastics Plan, Recycling and Waste Reduction Act National Recycling Modernisation Fund (RMF) 	<ul style="list-style-type: none"> National Plastics Action Plan & Plastics Innovation Fund Rethinking Plastics in Aotearoa New Zealand 	<ul style="list-style-type: none"> SPREP 2017-2026 Strategic Plan Cleaner Pacific 2025: Pacific Regional Waste & Solution Management Strategy (SPREP/JICA) Department of Environmental Protection and Conservation Waste Management Act No.24 Draft Vanuatu National Plastics Strategy (2020-2030) Plastic Waste-Free Islands (PWFI) Project (IUCN & Gov Vanuatu) The Commonwealth Clean Ocean Alliance (CCOA)
<i>Individuals, organisations, and communities are informed and active in recycling and composting packaging.</i>	<p>#5. Deploy relevant education and communication campaigns across geographic archetypes</p> <ul style="list-style-type: none"> Share educational resources between ANZPAC Members Drive changed individual and organisational behaviours in source separating plastic packaging for improved recovery Align messaging across governments, the packaging value chain, and NGOs 	<ul style="list-style-type: none"> WPO Packaging Design for Recycling WPO Waste Stream Mapping Guides 	<ul style="list-style-type: none"> National Plastics Plan PS Oil containers - consumer awareness campaign APCO Consumer Education Campaign Planet Ark - RNY, BR and ACE Hub AIP training and education 	<ul style="list-style-type: none"> The Packaging Forum and NZ's Soft Plastics Recycling Scheme members and closed-loop activities AIP training and education 	<ul style="list-style-type: none"> United Nations Environment Program CleanSeas campaign

TARGET 4: Average of 25% recycled content

in plastic packaging across the region

<div>TARGET 4: Average of 25% recycled content</div> <div>in plastic packaging across the region</div>		MUTUALLY REINFORCING ACTIVITIES			
		Global	Australia	New Zealand	Pacific Island Countries
OUTCOMES	CORE ACTIVITIES				
<i>Improved data provides greater transparency and informs strategy.</i>	#1 Optimise recycled content opportunities across the region <ul style="list-style-type: none"> Map and monitor recycled content flows (recycled content, polymers, used) into and within the ANZPAC region to determine baseline and sphere of influence [Evidence-based] 	<ul style="list-style-type: none"> Global corporate targets for post-consumer recycled (PCR) content Canadian proposal for PCR targets by packaging format²² California mandated targets for PCR in plastic bottles²³ EU recycled content for PET bottles and others under consideration²⁴ UK Government Plastic Packaging Tax²⁵ 	<ul style="list-style-type: none"> Remade in Australia Campaign APCO Recycled Content Program (including Recycled Content Traceability Guideline) Commonwealth Sustainable Procurement Guidelines National Waste Report Plastic Flows and Fates Report APCO Recycled Content Guide ACCC AS/NZS/ISO 14021 NCEC assets GECA recycled content standard 	<ul style="list-style-type: none"> New Zealand Ecolabelling Trust Licence Criteria for Recycled Plastic Products²⁶ AS/NZS/ISO 14021 	
	<ul style="list-style-type: none"> Establish polymer-specific targets, across regions, considering supply chains, import dependencies and geographic archetypes 				
	<ul style="list-style-type: none"> Leverage Plastics Pacts in countries with the highest level of exports to the ANZPAC region to promote increased PCR content 				
	<ul style="list-style-type: none"> Develop voluntary standards for recycled content that address any identified concerns by brand owners, retailers of packaging manufacturers 				
<i>Members increase their use of recycled content in packaging wherever feasible.</i>	#2 Strengthen the coalition of leaders in the region to support increased availability and use of recycled content <ul style="list-style-type: none"> Members pledge to increase the use of PCR materials (locally sourced as available) Use data from Pledges to analyse gaps in demand or supply for key materials or formats 	<ul style="list-style-type: none"> Corporate targets for PCR content 	<ul style="list-style-type: none"> APCO Recycled Content Members Pledge Program APCO guide to recycled content APCO Member Action Plans Recycled content in food packaging (FSANZ) Recycled Modernisation Fund (RMF) Industry investments in advanced recycling (Licella, Brightmark, Qenos etc.) 	<ul style="list-style-type: none"> Potential for government procurement pledge and strategy 	<ul style="list-style-type: none"> Potential for government procurement pledge and strategy Southern Cross University, Pacific Islands Development Forum, and the Federation of Indian Chambers of Commerce & Industry (FICCI). Project on Indo-Pacific Partnerships on Marine Ecology under AIPOIP²⁷

OUTCOMES	CORE ACTIVITIES	MUTUALLY REINFORCING ACTIVITIES			
		Global	Australia	New Zealand	Pacific Island Countries
<i>Members actively collaborate across the supply chain to accelerate the value and increased use of recycled content.</i>	#3 Activate Members through Workstreams to increase recycled content <ul style="list-style-type: none"> target knowledge and technology gaps, i.e., through sector-specific, multi-sector initiatives access technology, capacity building and scientific and technical cooperation explore the technical and economic viability of solutions 	<ul style="list-style-type: none"> Global corporate targets for PCR content CEFLEX collaboration 	<ul style="list-style-type: none"> APCO Working Groups APCO Recycled Content Program (including Recycled Content Traceability Guideline) CSIRO End Plastic Waste mission Cooperative Research Centres – Programs (CRC-Ps) 	<ul style="list-style-type: none"> Plastics New Zealand - Re:Plastics activities 	
<i>Government policies in the region support and incentivise increased recycled content in packaging.</i>	#4 Identify opportunities, advocate, and partner for a supportive policy landscape across the region <ul style="list-style-type: none"> Integrate standards for recycled content in procurement by industry and governments across the region Promote policies that facilitate achieving an average of 25% recycled content, e.g., through mandated PCR targets Remove barriers and improve the economics of using recycled content, e.g., through tax incentives 	<ul style="list-style-type: none"> Canadian proposal for PCR targets by packaging format²⁸ UK tax on plastic packaging with <30% recycled content California mandated targets for PCR in plastic bottles²⁹ 	<ul style="list-style-type: none"> National Waste Policy, National Plastics Plan, Recycling and Waste Reduction Act APCO Recycled Content Program (including Recycled Content Traceability Guideline) 	<ul style="list-style-type: none"> National Plastics Action Plan & Plastics Innovation Fund Rethinking Plastics in Aotearoa New Zealand 	<ul style="list-style-type: none"> SPREP 2017-2026 Strategic Plan Cleaner Pacific 2025: Pacific Regional Waste & Solution Management Strategy (SPREP/JICA) Department of Environmental Protection and Conservation Waste Management Act No.24 Draft Vanuatu National Plastics Strategy (2020-2030) Plastic Waste-Free Islands (PWFI) Project (IUCN & Gov Vanuatu) Commonwealth Clean Ocean Alliance (CCOA)
<i>Individuals, organisations, and communities are informed and active in purchasing packaging with recycled content.</i>	#5 Deploy relevant education and communication campaigns across geographic archetypes <ul style="list-style-type: none"> Share educational resources between ANZPAC Members. Educate and drive changed organisational behaviours to use more recycled content in packaging and individuals to buy products made with recycled content Align messaging across governments, the packaging value chain, and NGOs 	<ul style="list-style-type: none"> WPO Packaging Design for Recycling WPO Waste Stream Mapping Guides 	<ul style="list-style-type: none"> National Plastics Plan APCO Recycled Content Program Planet Ark – RNY, BR and ACE Hub AIP training and education 	<ul style="list-style-type: none"> AIP training and education 	<ul style="list-style-type: none"> United Nations Environment Program CleanSeas campaign

Annex

Table 3: Common plastic packaging category list

Packaging category	Rigidity classification	Examples
PET bottles	<i>Rigid</i>	Bottles for beverages, cooking oils, detergent, and cosmetics. Includes PET food jars and similar.
PET thermoforms		Trays, punnets, cups, blister packs.
Other PET rigid		All other rigid PET packaging.
HDPE bottles		Milk, yoghurts, fresh juices. Includes HDPE food jars and similar.
HDPE other rigid		Pots, trays, cups.
PP bottles		PP bottles used for any single-use packaging purpose. Includes PP food jars and similar.
PP other rigid		Pots, tubs, trays, cups.
PE tubes		Toothpaste tubes, cartridges.
PS rigid		Pots, trays.
EPS rigid		Clamshells, trays, cups.
PVC rigid		Blisters, bottles, trays.
>A4 mono-material PE flexibles (B2B)	<i>Flexible</i>	Pallet wraps, large LDPE bags.
>A4 mono-material PE flexibles (B2C)		Wrap around bottles, wrap around toilet paper.
Other >A4 flexibles		Other large forms of flexible plastic packaging.
<A4 PE flexibles		Pouches, sachets, wrappers, small bags.
<A4 PP flexibles		Pouches, sachets, wrappers, small bags.
<A4 multi-material flexibles		Pouches, sachets, wrappers, small bags.
Other <A4 mono-material flexibles		Pouches, sachets, wrappers, small bags.
Other	<i>Rigid or flexible</i>	All other plastic packaging, not elsewhere allocated for any reason.

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FURTHER INFORMATION

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