**Waste 2017 Abstract Submission**

**Breaking the product stewardship mould**

*My presentation is relevant to the following topic area(s).*

🞎 Circular economy 🞎 Overseas experiences

🞎 Collection (inc MUD’s, transient population areas) 🞎 Problem/Hazardous waste (inc asbestos, clinical &

🞎 Container Deposit Schemes medical, ocean plastics, paint, tyres etc)

🞎 Economics (inc business cases, data gathering, 🗹 Product Stewardship

monitoring performance) 🞎 Regional issues

🞎 Education (inc community engagement) 🞎 Recycling (inc CRC’s, collection)

🞎 E-Waste 🞎 Regulations and levies

🞎 Grants (outcomes and processes) 🗹 Social enterprise

🞎 Infrastructure (inc major waste grants, EfW, organics) 🞎 State based issues (eg. Fit for the Future NSW)

🞎 Innovative projects (case studies preferred) 🞎 Technology

🞎 Landfill (inc operations, regulations) 🞎 Tenders and contracts

🞎 Litter and/or illegal dumping (inc litter initiatives) 🞎 Other 🞎 Organics (inc collection, processing)

**Presenter information**

**Presenter name:** Janelle Wallace

**Presenter position:** Manager

**Presenter organisation:** Soft Landing Mattress Product Stewardship Scheme

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**Biography**

Janelle Wallace is the Manager of the Soft Landing Mattress Product Stewardship Scheme, having been the stakeholder facilitator from 2013 to 2016. Janelle has 27 years’ experience of managing projects and businesses across a number of sectors, 16 of those years as an independent consultant. She has been a panellist and facilitator for the NSW Office of Environment and Heritage’s Sustainability Advantage (Regional Operations) and facilitator of a number of industry sustainability groups. Janelle has a Masters of International Business.

**Abstract Summary**

The Soft Landing Mattress Product Stewardship Scheme is an embryonic scheme that has defied tradition, its development being driven by a bedding manufacturer and a social enterprise recycler. A H Beard and Soft Landing brought together a range of stakeholders including other manufacturers, retailers, all levels of government and upstream and downstream supply chain to formalise their common environmental and social objectives.

The speaker would like to share the nuances of a scheme administered by a social enterprise, and the challenges and opportunities it is experiencing as food for thought to other industries exploring product stewardship.

**Abstract**

In 2012 the bedding industry started discussing taking responsibility for end of life mattresses. Waste mattresses present several problems from fire risk to environmental damage, (bulk and potential instability in landfill) to community risk from dumped mattresses and associated environmental, health and safety concerns. End of life mattresses are currently managed in a largely ad-hoc manner that is not regulated and is without specific co-ordination with regard to industry participation, overall material recovery rates, and WH&S performance.

Industry wanted a trusted partner who could provide more than environmental outcomes to administer and develop a product stewardship scheme.

The presenter will provide a brief overview of the Soft Landing social enterprise operating across NSW, Victoria, ACT and WA, including the recent cross-sector partnership with the TIC Group in Sydney and Melbourne. She will then highlight the differences between the Soft Landing Mattress Product Stewardship Scheme and the typical model seen in the market. She will discuss the challenges and opportunities the scheme has faced and expects to experience as a result of their choice of administration, and how industry is optimising those. The international scene for mattress recycling will be set as context.

The presenter will also discuss the tools and resources that are available to assist in developing a scheme.

Finally the presenter will discuss options for Scheme growth for a logistically challenging product.