**Waste 2017 Abstract Submission**

**APC 4.0: Shifting the Paradigm for Sustainable Packaging**

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

x Circular economy 🞎 Overseas experiences

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

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

x Economics (inc business cases, data gathering, x Product Stewardship

monitoring performance) 🞎 Regional issues

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

🞎 E-Waste x Regulations and levies

x Grants (outcomes and processes) 🞎 Social enterprise

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

X Innovative projects (case studies preferred) x Technology

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

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

**Presenter information**

**Presenter name:** Ms Brooke Donnelly

**Presenter position:** Chief Operating Officer

**Presenter organisation:** Australian Packaging Covenant

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**Biography**

Brooke Donnelly is a senior strategic and commercial executive specialising in product stewardship, recycling and sustainability. Brooke has a background in developing and translating strategic concepts and plans to deliver best practice product stewardship programs for industry, government and consumers.

Brooke has successfully led the operational and commercial implementation of various national product stewardship and recycling programs. Working in alignment with a broad range of regulatory authorities, industry groups and product stewardship organisations.

**Abstract Summary**

This presentation will provide an overview of the Australian Packaging Covenant 4.0, the co-regulatory model addressing packaging sustainability through the circular economic lens of product stewardship, and explore what this new paradigm means for industry and governments.

It will unpack the new strategic direction of the Covenant, focusing on the importance of optimising resource use by supporting sustainable design and circular economies, reducing waste to landfill and industry leadership.

**Abstract**

At all levels of government and within industry there is a strategic priority to address environmental sustainability issues, including using resources efficiently and reducing waste to landfill. Through a co-regulatory model known as the Australian Packaging Covenant, governments and industry are striving to take direct action to address one facet of this - packaging sustainability.

In this presentation Brooke Donnelly, COO of the Australian Packaging Covenant Organisation, will provide a detailed overview of the most recent iteration of the Australian Packaging Covenant, and explore what this new paradigm means for industry and governments.

She will begin by delving into the history of the Covenant, which is an agreement between the state and federal environment ministers and the Australian Packaging Covenant Organisation Ltd., on behalf of industry members. She will discuss how the success of this partnership agreement depends on collaboration, industry accountability and good governance.

Brooke will look at the co-regulatory nature of the Covenant, explaining how it provides businesses a simpler and more cost-effective way to demonstrate responsibility, and is an alternative to being regulated under the National Environment Protection (Used Packaging Materials) Measure 2011 (NEPM).

She will then go on to examine how this industry-led initiative has evolved to meet the changing requirements of industry and governments, developing into this new paradigm - Australian Packaging Covenant 4.0.

As part of Covenant 4.0, a new five-year strategic plan has been in place since 1 January 2017. This ambitious plan outlines how APCO will support businesses to improve packaging sustainability performance, thereby reducing the environmental impacts of packaging in Australia.

Brooke will spend the majority of the presentation guiding the audience through this new five-year strategic plan, focusing on the areas that are most relevant to those in the waste management and resource recovery industry. These include:

* Circular Economies: waste to resources
* Sustainable Design: a lifecycle approach
* Less Landfill: direct action
* Consumer Labelling: informed disposal
* Takeaway Meals: environmental packaging solutions
* Industry Leadership: learn, share and innovate

She will refer to specific initiatives the Australian Packaging Covenant is undertaking in these areas, and particular targets that industry will meet over the five-year period.

Brooke will also spend some time outlining examples of projects the Covenant is supporting to help meet these strategic goals. This will include projects that involve widespread collaboration with industry, governments, scientists and community groups.