

2030

2025 TARGETS

In 2018, when the Government and brands declared their commitment to using 100% reusable, recyclable or compostable packaging by 2025, seven years seemed achievable. However, the impact of Covid, followed by a cost-of-living crisis and an ever-changing landscape in what can be recycled, has moved the goal posts.

The USA Plastic Pact has recently announced that it has delayed key **plastic packaging targets** from 2025 to 2030. It is likely that other Plastic Pacts will follow suit.

From a Soft Plastic Recycling Scheme perspective, we also communicated 2025 to our members as when we would make changes to our material thresholds which were initially set in 2020. APCO has already revised its thresholds for packaging sold in Australia, however we have retained our thresholds for soft plastics placed on the market in New Zealand.

We are reviewing the thresholds with APCO however the Steering Committee recommends that soft plastic packaging meeting the current thresholds will be accepted as recyclable under our Scheme until 1 January 2027 which will allow producers time to move towards new thresholds which we will announce later this year.

DATES FOR THE DIARY

PLASTIC PACKAGING PRODUCT STEWARDSHIP (PPPS) SCHEME CO-DESIGN PROJECT: BRIEFING | 15 & 26 JULY

The PPPS project has reached an exciting point with stakeholder **briefings** on the scheme design proposal facilitated by Grant Thornton being held. These sessions are an important phase of the project where feedback will be gathered from stakeholders which is critical to the successful completion of the project and reporting recommendations to government for their consideration of next steps.

Should government introduce a mandatory product stewardship scheme, based on this work, regulations could be applied, such as setting a fee to support the end-of-life management of the in-scope products. We strongly encourage you to send an appropriate representative of your company, so your views are heard and incorporated into this important mahi.

Briefings specifically for producers / brand owners will be held on 15 and 26 July. You can register your interest in attending [here](#).

PACKAGING FORUM AGM | 25 JULY | 10AM-1PM | SUDIMA AUCKLAND AIRPORT

Members are invited to the Annual General Meeting after which we will be joined by guest speaker, **Brianne West**. The event will conclude with a light lunch and networking. [RSVP here](#)

WEBINAR : MEMBERS UPDATE ON THE PLASTIC PACKAGING PRODUCT STEWARDSHIP SCHEME | 6 AUGUST | 11AM

Hear from Rob Langford and Lyn Mayes on the impact of the PPPS scheme design and mandatory Extended Producer Responsibility for members. This will be an opportunity for members to discuss the changes mandatory EPR would have on our existing voluntary schemes.

Register with admin@packagingforum.org.nz

PACKAGING FORUM SUMMIT: NAVIGATING THE CHANGING LANDSCAPE | 4 SEPTEMBER | AUCKLAND

This one day event which brings together international speakers with NZ experts. From a soft plastic recycling perspective, this is a great opportunity to hear from:

Seamus Clancy, CEO, Repak Ireland – Repak introduced kerbside collection of soft plastics in 2021 with AI robots picking soft plastics in their MRFs.

Thomas Merry, Commercialisation & Innovations Manager, Suez Recycling & Recovery UK is piloting soft plastic recycling in blue bags at kerbside in partnership with several councils.

Joachim Quoden, CEO Extended Producer Responsibility Alliance (EXPRA)

[More here](#)



THE PACKAGING FORUM
NAVIGATING THE CHANGING LANDSCAPE
THE PACKAGING FORUM SUMMIT

4 September 2024 Ellerslie Events Centre
Auckland

[More here bit.ly/TPF24](#)



The Packaging Forum team, together with Caroline Destow-Blanch The Warehouse Group sustainability partner, The Warehouse Invercargill store manager, Charlotte Davidson; Keith Hovell, Gore District Councillor and representatives from South Alive, recipients of a Future Post garden bed donated by the Scheme.

SOFT PLASTIC RECYCLING LAUNCH IN INVERCARGILL

Thanks to the team at The Warehouse on Leven Street in Invercargill for hosting a fabulous event attended by our members, council staff and the local community.

Soft plastic recycling bins are also located at Woolworths Tay

Street and Waikiwi as well as The Warehouse and Woolworths stores in Gore. Recycle South collect and bale the soft plastic, preparing it for safe transport to Future Post's facility in Blenheim for recycling into fence posts and raised garden beds.

Feedback from our soft plastics customers and stakeholders

Following our launch in Whanganui we received a letter of congratulations and support from Carl Bates, MP for Whanganui. Thank you, Carl, for taking the time to write to us.



RECYCLE SOUTH

The launch in Invercargill was an opportunity to visit Recycle South's recycling plant. Recycle South is a not-for-profit social enterprise which provides people with disabilities meaningful employment.

In addition to the recycling plant, Recycle South has also opened a re-processing plant for farm plastics (LDPE and HDPE) accepting agricultural plastics, bale wrap, drums and containers which are washed, shredded and turned into plastic pellets.



Proposed regulatory changes impacting soft plastics in Victoria, Australia

The Victorian Government has committed to including soft plastics in the mixed recycling service of this service standard at a future date to be determined based on industry capacity to accept this material. Recycling Victoria will continue to review industry capacity to accept soft plastics in the mixed recycling service in all municipal councils and alpine resorts. The first review of this service standard is expected to consider this, with a view to introducing a consistent approach across all municipalities at that point. If a council or ARV has an off-take arrangement in place, then the council or ARV is able to accept soft plastics in the mixed recycling stream.

[Read more here](#)

NAU MAI TO
OUR NEWEST
MEMBERS



ASHLEY & CO
WEAVER CACAO

Are you one of our 12k+ Facebook followers?

If not, head on over and like the Love NZ Soft Plastics Recycling Facebook page and keep up to date with everything happening in the soft plastic space as well as promoting your support!

[facebook.com/
softplasticrecycling](https://www.facebook.com/softplasticrecycling)



SOFT PLASTIC AUDIT - SUNSHINE YATES

Sunshine Yates Consulting conducted the annual soft plastics audit in April to provide valuable insights into what types of soft plastic bags are being recycled by consumers. We have been conducting similar audits since 2020.

Twenty-two bags of soft plastic weighing a total of 99 kilograms were collected from Woolworths Ponsonby and Sunnynook, PAK'nSAVE Glen Innes, New World Albany, and Abilities Group and taken to the Tamaki Zero Waste Hub for the audit. The four stores were selected as representative of the post-consumer soft plastic collected at supermarkets across New Zealand. Abilities Group bales soft plastic collected across Auckland and Hamilton from The Warehouse stores and other collection points.

The soft plastic was sorted into 31 primary categories compared to 16 categories in the early audit years. This year the most recycled categories are shown right.

Contamination levels were just 3.9% by weight.

BY WEIGHT

- 1 BREAD BAGS**
- 2 CLOTHING & ACCESSORIES**
- 3 FRESH PRODUCE**
- 4 CHIPS / MUESLI BARS**

BY ITEM

- 1 CHIPS / MUESLI BARS / NUTS**
- 2 FRESH PRODUCE / BAKERY**
- 3 PANTRY ITEMS**
- 4 CONFECTIONERY**
- 5 BREAD BAGS**
- 6 RICE / PASTA / NOODLES**

The audit also included an analysis of how many bags have the ARL or SPRS recycling logo. 16.8% of bags audited now carry the SPRS logo with 8.8% using the ARL.

PROMOTING SOFT PLASTICS



Brice Lamarque, CEO Wholly Shrink (left) and James Cardno, New World Whangaparaoa store manager

Wholly Shrink bin lid trial

Wholly Shrink (specialist distributor of household soft plastic compactors) is running a trial with New World Whangaparaoa and PAK'nSAVE Albany using a promotional lid on the store's soft plastic collection bin to test whether this will:

Reduce contamination: The lids will encourage customers to pause and consider what they are disposing of, minimising contaminants like coffee cups, general rubbish, and drink cans.

Promote Wholly Shrink: The lids will feature a promotion for Wholly Shrink's compactors, helping customers compress their soft plastics at home, thereby reducing the frequency of bin changes in stores.

TC Transcontinental "Customer Centric - We've got it made" staff conference

Lyn Mayes presented to the Transcontinental NZ annual staff conference in Christchurch providing an update on soft plastics on a platform with Essity Australasia and Dow Chemicals.



TREAD LIGHTLY

The Packaging Forum provides funding to the Tread Lightly Caravan to promote recycling at schools around Auckland. The soft plastics team joined students at Ahutoetoe Primary School in Wainui. Students are asked to decide which bin to put their packaging in – and we were pleased to see the children know what to do with their chip packets.

If your organisation is interested in funding a collection service for your local school, [get in contact](#).

FROM OUR PROCESSING PARTNERS

LEADING THE WAY TO A CIRCULAR ECONOMY FOR PLASTIC

saveBOARD

saveBOARD has **crafted a board** that captures the essence of one of the greatest rugby rivalries of all time – the All Blacks vs the Wallabies! Made in its Sydney plant from locally collected food and beverage cartons, and mixed with soft plastics, the board is coloured with the Woolworths Group colours with a splash of black and a few logos ready for the first Bledisloe Test in September.

Future Post



Sea Cleaners tidy up the Whangārei Harbour and send the collected waste plastics to Future Post for recycling

Another busy Fieldays® in 2024 with the new Future Post recycled rails a real showstopper.

