



MEMBER FORUM MOVING FORWARD

**– Redefining Packaging,
Driving Environmental Progress and
AI-driven Solutions for Businesses**

Acknowledgement of Country

Today we are meeting on the land of the Wallumettagal people of the Dharug nation.

The ANZRP head office is in Naarm (Melbourne), the land of the Wurundjeri Woi-wurrung and Bunurong Boon Wurrung peoples of the Eastern Kulin.

Our work stretches right across Australia and Aotearoa. We acknowledge the Traditional Owners and Custodians of Country of all these places, and on the land that we work throughout Australia and Aotearoa.

We pay our respect and thanks for their ongoing care for country and leadership.

We engage and collaborate with indigenous communities around Australia and Aotearoa, working in partnership at some of the remotest locations to provide access to e-stewardship services.

Welcome and **Introductions**



Agenda **today**

12:30 pm	Introduction and Housekeeping	Anne Stonier, CMBDO, ANZRP
12:35pm	An update from ANZRP	Anne Stonier, CMBDO, ANZRP
12:45pm	Demystifying AI	Mohammed Burtamekh, Fujifilm Business Innovation Australia
1:10pm	APCO's 2030 Strategic Plan	Peter Brisbane, APCO
1:30pm	Apple's environmental roadmap to 2030	James Hole, Apple
1:55pm	Closing	Anne Stonier, ANZRP

Housekeeping

For in-person guests

- Please note, you may appear on camera
- Please raise your hand to ask any questions

For online guests

- All attendees are muted during presentation
- Select the 'Side-by-side: Speaker' layout for the best experience
- You can ask questions through the chat function OR by 'raising your hand' and we will ask you to unmute your microphone at the earliest opportunity
- If we are unable to answer your question during the Forum due to time constraints, we will revert to you post event

For all

- This session will be partially recorded
- We will be conducting polls during the session
- Post event – a Feedback form about the Forum will be sent to participants together with the presentations

Feedback Form



<https://survey.zohopublic.com.au/zs/tPBpjK>

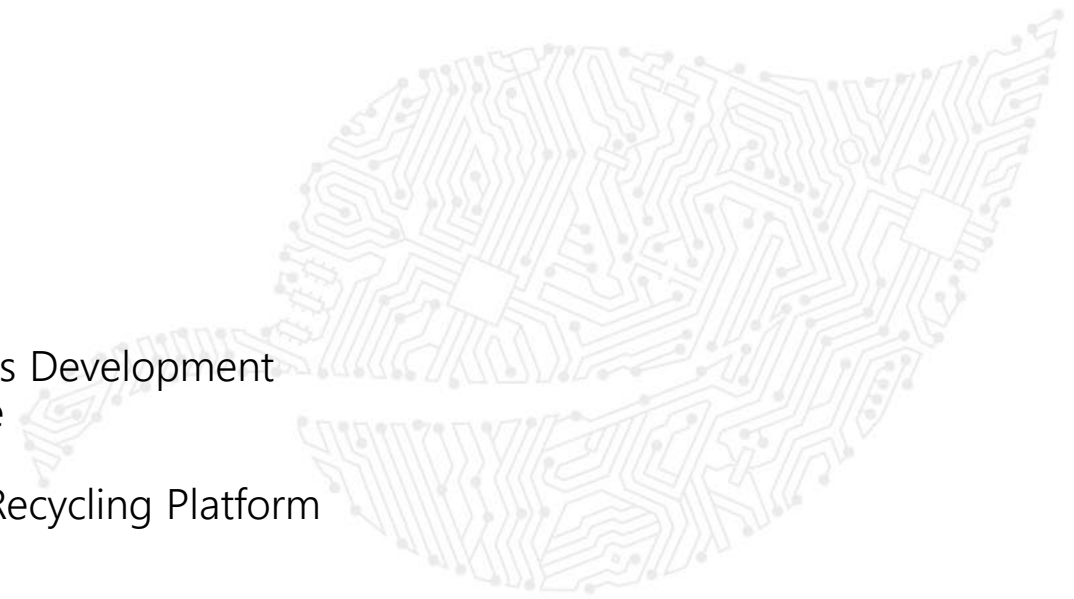
An update from **ANZRP**



Anne Stonier

Chief Marketing and Business Development
Officer & People and Culture

Australia and New Zealand Recycling Platform



Our People – restructure

Executive Changes

- Warren Overton CEO finished up on 30th September and has launched his own consultancy business – Material Outcomes.
- Thankyou to Warren for his significant contributions made to ANZRP.
- Carla Vasconi Acting CEO.
- Anne Stonier CMBDO & People and Culture.

Other Organisation changes

- Combined Operations and Compliance function managing member programs and TechCollect as well as compliance and ESG.
- Andrew But will lead the Operations and Compliance function.
- Janene Murdoch – new role as Programs Relationship Manager.
- Member Services will now be managed by the marketing and stakeholder engagement function rather than finance.



Carla Vasconi
Acting CEO



Anne Stonier
Chief Marketing and Business
Development Officer &
People and Culture



Andrew But
Operations & Compliance
Manager



Janene Murdoch
Programs Relationship
Manager

Our People – The Journey Map

What?

- A visual communication on a single page to share the company story and the vision with key stakeholders.

Why?

- Need to have a clear vision and journey map so as to direct the organisation and its people on a path which will lead to achieving an agreed vision and purpose.
- The visual communication helps to create a common language and catalyst for both internal and external communication.

How?

- The Journey Map will be used as a communications tool as it allows team members to consistently tell a critical organisational story in their own voice to new starters, members, recyclers, logistics providers, collection sites and industry partners.

Making Our World Cleaner and Healthier by Sustainably Managing e-Waste

FY 25

We Collaboratively Strengthen and Adapt to Deliver Excellent Stakeholder Value

MISSION

Partnering with members to exceed NTCRS requirements and deliver best practice e-product circularity solutions.

VISION

The best team recognised for delivering market leading & innovative e-product circularity solutions.



NTCRS Regulatory Targets and Recyclers

- Reasonable Access achieved for FY24.
- Recycling target for FY24 achieved – Reducing over collect from 4,432t to approximately 1,191t.
- MRT – 84% achieved in FY24. Regulator still accepting 'best endeavours'.
- Anticipate achieving the MRT of 90% in FY25 driven by higher plastic recycling rates.



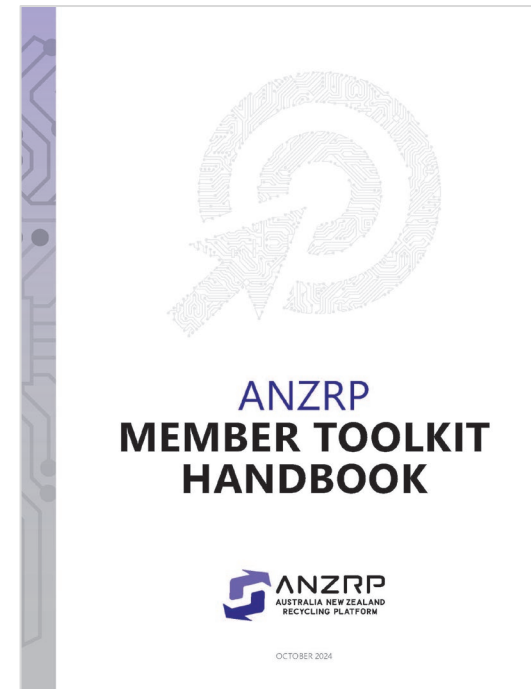
Key Activities

- **Scheme review/expansion** – DCCEEW has announced it will commence its statutory review of the Recycling and Waste Reduction Act 2020, under which the NTCRS is legislated.
- Terms of Reference have been released and the review includes a formal stakeholder engagement process, details of which are yet to be made public.
- **Advocacy** – ANZRP has made a formal submission to the Productivity Commission's discussion paper on "Opportunities in the Circular economy".
- **Sustainable Procurement** – ANZRP has liaised with its members to provide early input to the draft ICT sustainable procurement policy and framework.



Key Activities

- **Member Toolkit and Member Portal Launch**
October 30 in response to Feb/March CX research. 72% of member companies have enrolled and 55 % of these members have gone into the portal. Do not miss out!
- **Annual Report 2023-2024** submitted to NTCRS Regulator on 30 Oct. Printed copies available for those here today. Annual report will be sent to all members with the AGM minutes.
- **Member Experience Research** will be conducted in Feb/March 2025 – preparing for this.



Demystifying AI



Mohammed Burtamekh

Head of Information & Communication
Technology

Fujifilm Business Innovation Australia



Demystifying AI

Nov, 2024

FUJIFILM Business Innovation Australia Pty Ltd

FBAU ICT / Mohammed Burtamekh



AI – Main Concepts

Poll Question



<https://www.menti.com/alvoyxcr4ex3>

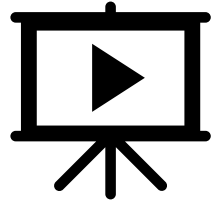
How often do you use AI?



Who uses AI on daily basis?



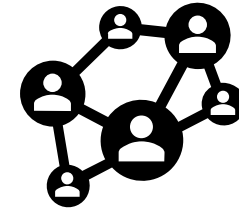
Email Spam Filters



Online Video Streaming



Online Shopping



Social Media

A Brief History of Artificial Intelligence

1950s: The Birth of AI

- Alan Turing proposes the concept of a “universal machine” and introduces the Turing Test.
- The term “Artificial Intelligence” is coined by John McCarthy in 1956 at the Dartmouth Conference.

1960s-1970s: Early Developments and Optimism

- Development of early AI programs like **ELIZA** (simulating conversation) and **Shakey the robot** (navigating environments).
- Initial attempts at natural language processing and basic machine learning algorithms.

1980s: AI Winter and Rise of Expert Systems

- Expert systems emerge to automate decision-making in industries like medicine and finance.
- Funding cuts due to unmet expectations lead to the first “AI Winter.”

1990s-2000s: The Revival of AI

- **IBM’s Deep Blue** defeats world chess champion Garry Kasparov in 1997, showcasing AI’s potential.
- Advances in machine learning, data mining, and improved computational power drive AI research forward.

2010s: The Era of Deep Learning

- Breakthroughs in neural networks lead to advancements in speech recognition, image classification, and autonomous vehicles.
- AI becomes integral to industries such as healthcare, finance, and environmental sustainability.

2020s: The Rise of Generative AI

- **Generative AI models** like GPT, DALL·E, and Stable Diffusion transform content creation, producing text, images, code, and even videos.
- These models leverage massive datasets and deep learning to generate human-like content, revolutionizing fields like marketing, entertainment, and software development.
- **Generative AI** drives innovation in personalized experiences, automating creative tasks, and enabling new business models across industries.

What is Artificial Intelligence

Definition

Machine's ability to perform a task that would've previously required human intelligence.

Science:

Artificial intelligence is a field, which combines computer science and robust datasets, to enable problem solving.

Artificial Narrow Intelligence (ANI)

AI trained and focused to perform specific tasks such as a smart speaker, a self-driving car, target marketing, chatbot, and applications in farming, retail, or in a factory. This includes generative technologies such as ChatGPT and Dalle.

Artificial General Intelligence (AGI)

Theoretical form of AI where a machine would have an intelligence equalled to humans; it would have a self-aware consciousness that has the ability to solve problems, learn, and plan for the future. That is the goal to build AI that can do anything a human can do or maybe even be superintelligence and do even more things than any human can.

AI vs ML vs Deep Learning

AI:

Is the process of imparting data, information, and human intelligence to machines.

Machine Learning:

ML is to enable machines to learn from data, as we humans learn from experience, and automatically derive or enhance the machine's strategy to perform its tasks. It can continuously evolve and make better predictions than traditional programming methods. (e.g. spam email classification)

- more dependent on human intervention to learn.
- usually requiring more structured data to learn.

Deep Learning:

Deep learning is comprised of neural networks. “Deep” in deep learning refers to a neural network comprised of more than three layers (~150 layers). (e.g. automated cars)

- doesn't necessarily require a labelled dataset
- can ingest unstructured data in its raw form (e.g. text, images),
- can automatically determine the hierarchy of features which distinguish different categories of data from one another.

Generative AI (GenAI)

Type of ANN that can generate new content; text, images, music, etc.. Based on patterns learned from existing data, often using models like Transformers.

Artificial Intelligence

Is the field of study

Machine Learning

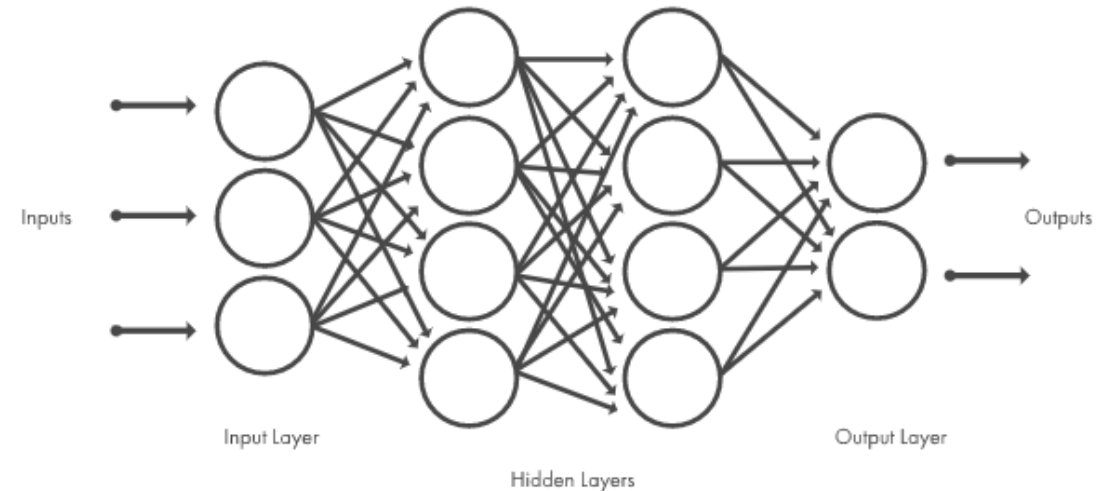
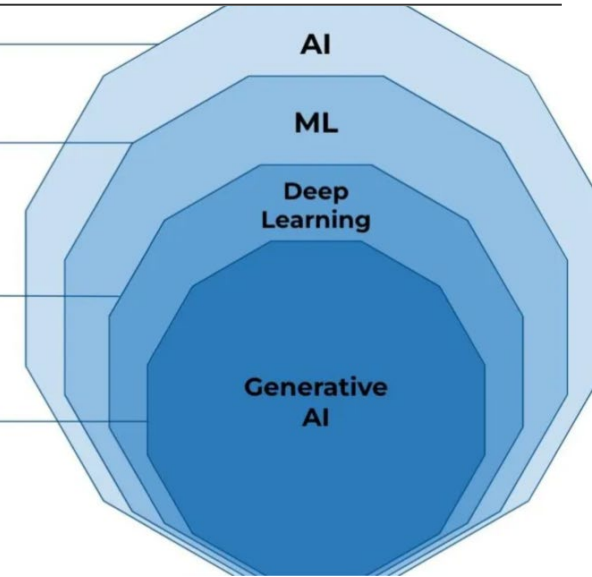
Is a branch of AI that focus on the creation of intelligent machines that learn from data. Another very well know branch inside AI is **Optimization**.

Deep Learning

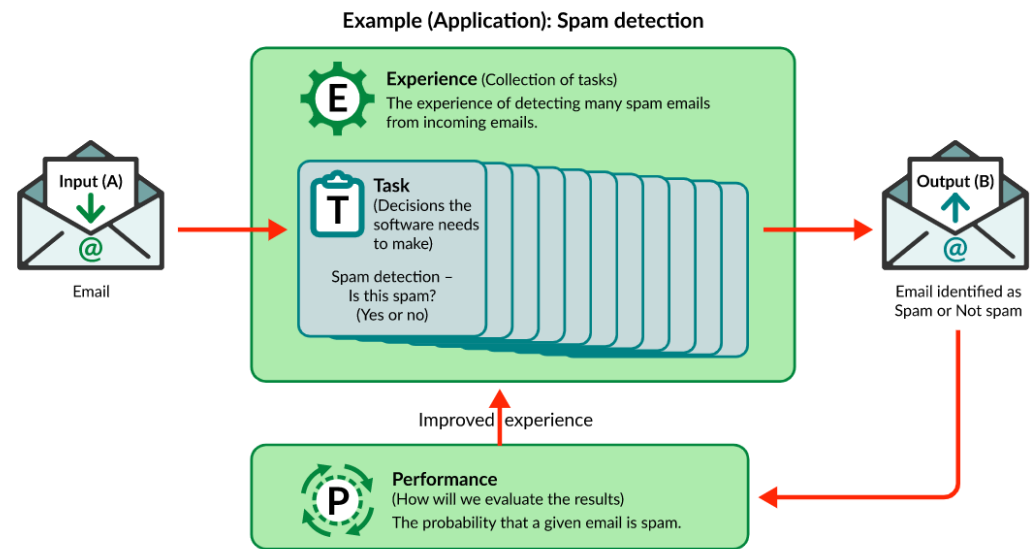
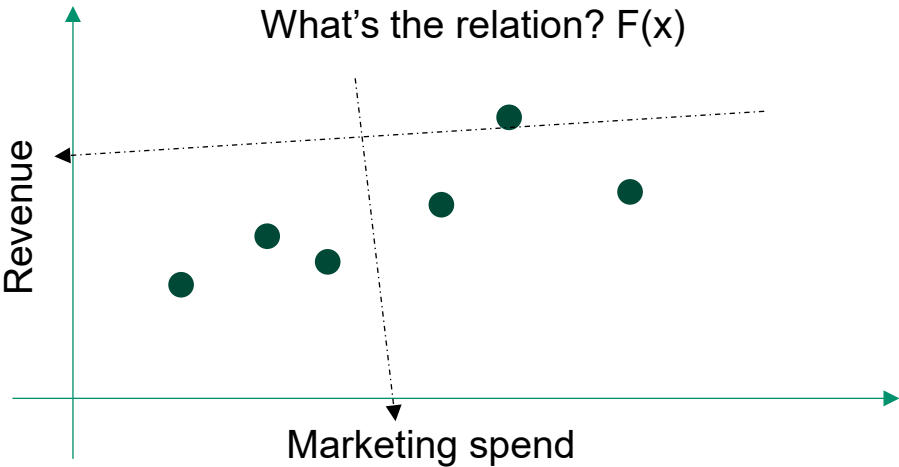
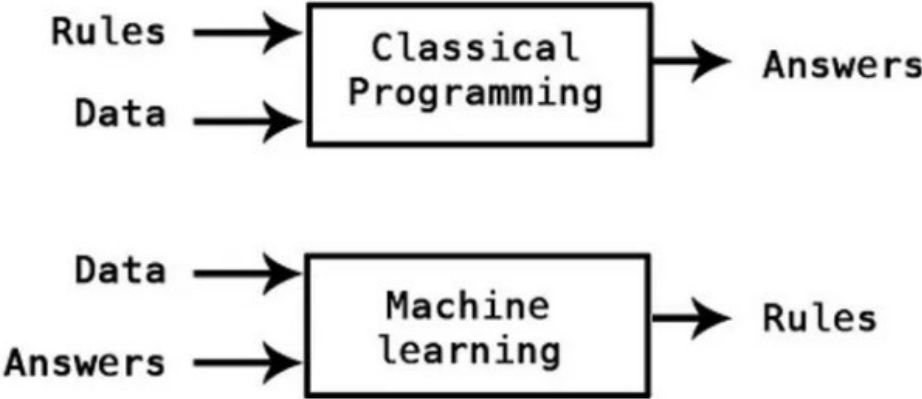
Is a subset of Machine Learning methods, based on **Artificial Neural Networks**.
Examples: CNNs, RNNs

Generative AI

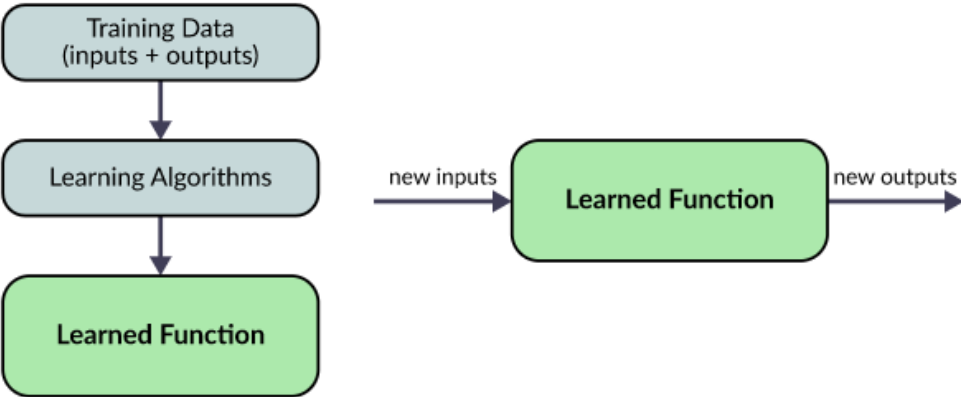
A type of ANNs that generate data that is similar to the data it was trained on.
Examples: GANs, LLMs



Machine Learning



Machine learning:



What is a ML Model?

Model:

A machine learning model is a computational framework that utilizes mathematical **algorithms** to make predictions or decisions based on input data. These models are constructed through a process called **training**, during which a large dataset is fed to the model to enable it to identify patterns and relationships within the data.

Once the model has been trained, it can be employed to make predictions or decisions about new data inputs, thus enabling it to solve complex problems and make accurate forecasts.

Main categories of machine learning models:

- Supervised learning
- Unsupervised learning
- Reinforcement learning
- Semisupervised
- Selfsupervised
- Transfer learning

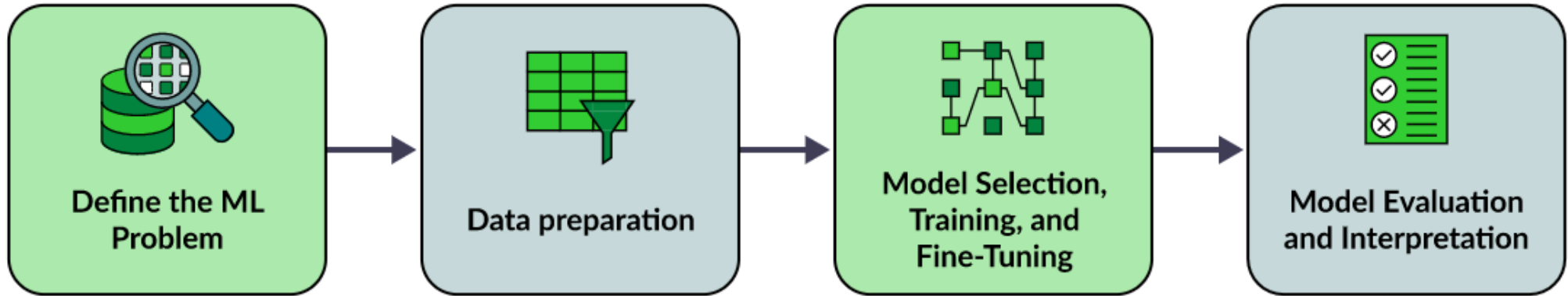
Algorithm:

Within each type of model, there are various algorithms that can be used to train the model. They are designed to perform specific tasks, such as clustering, classification, regression, or optimisation.

The algorithm provides the instructions for the model to learn from the data, while the model is the final product that can be used to make predictions or decisions based on new data.

An algorithm is the method by which a model is trained, while the model is the outcome of that training.

Steps of the machine learning process



1. Define the ML problem:

Clearly identify the problem we want to solve, and determine the type of machine learning task, such as **classification, regression, ranking, or generation**. Translate the realworld problem into a suitable machine learning formulation, defining the input features, target variable, and the performance metrics to evaluate the model.

2. Data preparation:

Gather relevant data for training and testing the model, preprocess and clean the data, handle missing values, convert data types, and apply feature scaling/engineering as needed.

3. Model selection, training, and finetuning:

Choose an appropriate machine learning algorithm based on the problem type and data, train the model using the prepared training data, and finetune the hyperparameters or model architecture using a validation set to optimise its performance.

4. Model evaluation and interpretation:

Evaluate the finetuned model's performance using the testing set to obtain an estimate of how well it generalises to unseen data, and interpret the results to draw insights or make informed decisions.



AI Technologies and Tools

AI Models

Classification: Predicting predefined categories based on input variables. Examples: image recognition, sentiment analysis, spam filtering.

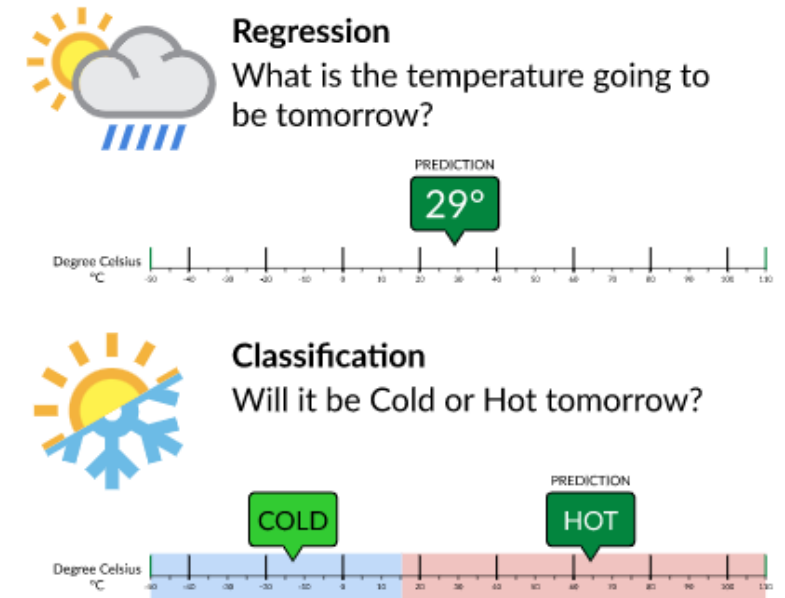
Regression: Predicting continuous output variables based on input variables. Examples: stock prices, housing prices, sales figures.

Clustering: Grouping similar data points based on features. Examples: customer segmentation, anomaly detection, document clustering.

Ranking: Recommending items based on user behaviour or preferences. Examples: learning to rank, PageRank models.

Deep Learning Models: a. Convolutional Neural Networks (CNNs): Image recognition, object detection, facial recognition. b. Recurrent Neural Networks (RNNs): Sequential data processing, time series forecasting, natural language processing. c. Transformer Models: Advanced neural networks for sequential data in NLP tasks (e.g., BERT, GPT3).

Generative Models: a. Generative Adversarial Networks (GANs): Generating realistic data (e.g., images, music). b. Variational Autoencoders (VAEs): Encoding and decoding data to generate new samples. c. Transformer Models for Generation: Advanced models for generating text, code, and other data (e.g., GPT3).



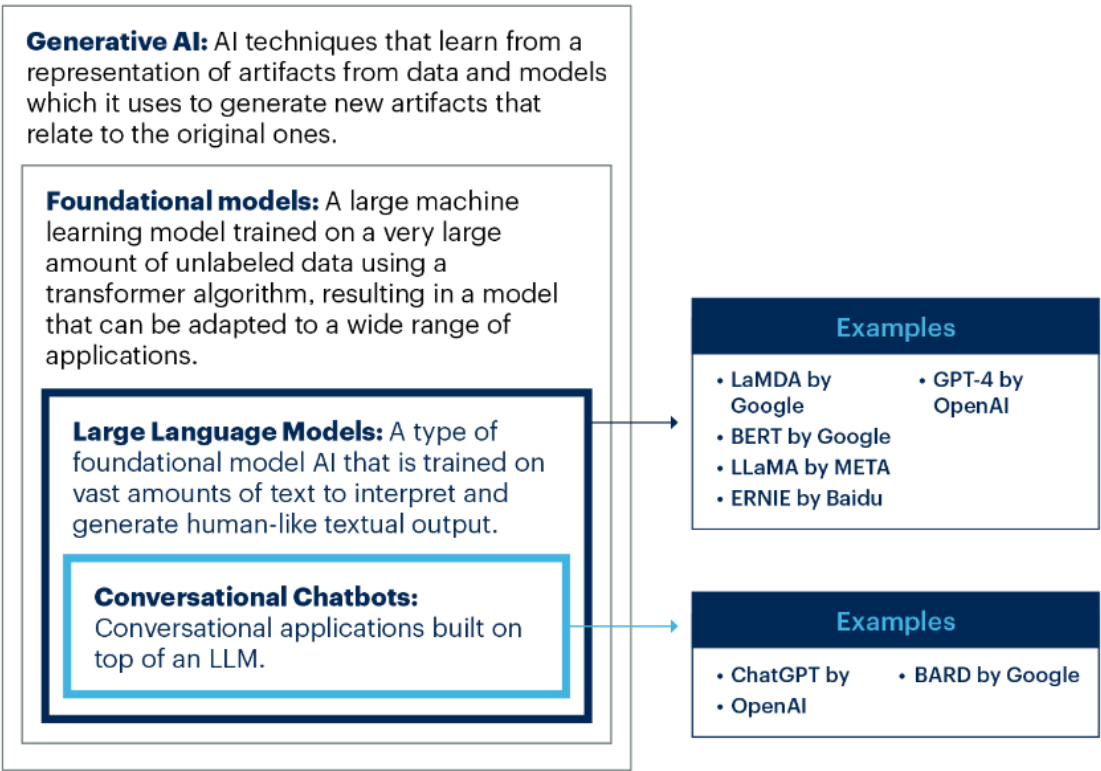
Gen AI and Large Language Models (LLM)

- Definition and Capabilities**
 - Large Language Models: are advanced AI models designed to understand and generate human language, trained on vast amounts of text data.
 - Natural Language Processing (NLP): LLMs excel in NLP tasks, including text generation, translation, summarization, and sentiment analysis.
 - Contextual Understanding: These models can grasp context, nuances, and intent in human language, enabling sophisticated interactions.
- Key Features**
 - Massive Scale: Trained on billions of parameters, allowing them to process and generate highly accurate and coherent text.
 - Pretraining and Finetuning: Initially trained on large datasets (pretraining), then customized for specific tasks or industries through additional training (finetuning).
 - Versatility: Capable of handling a wide range of applications across different domains, from customer service to content creation.



How LLMs Fit in the AI Landscape

Examples of LLMs and Chatbots



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AI Ethics, Bias, and Risk Management

AI Risks and Risk Management



Data Privacy

Handling sensitive data with potential for privacy breaches



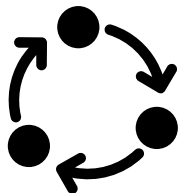
Bias and Fairness

Risk of perpetuating biases and unfair business practices



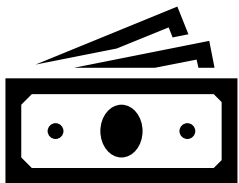
Security Risks

Vulnerability to cyber-attacks and adversarial inputs



Operational Risks

Complexity in AI integration causing disruptions



Cost and ROI

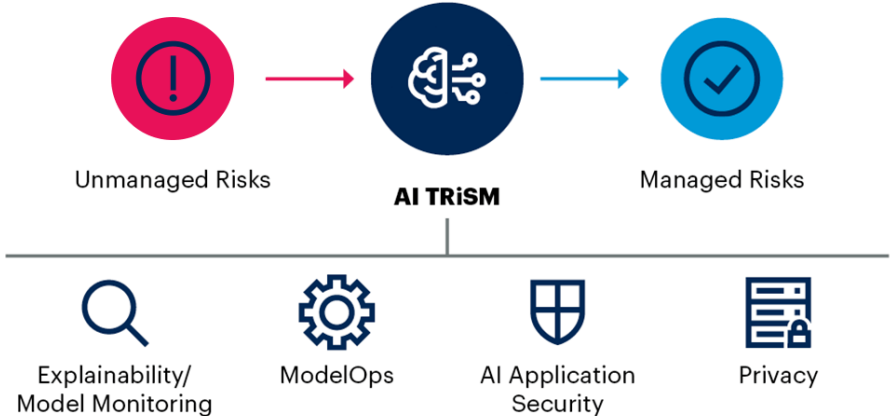
Uncertainty

High investment with uncertain return on investment

Architecture for AI Trust, Risk and Security Management

AI TRiSM: Build Trust, Risk and Security Management Into AI Delivery

AI trust, risk and security management (AI TRiSM) ensures AI model governance, trustworthiness, fairness, reliability, robustness, efficacy and data protection. This includes solutions and techniques for model interpretability and explainability, AI data protection, model operations and adversarial attack resistance.





AI in Business Functions

AI Business Disruption

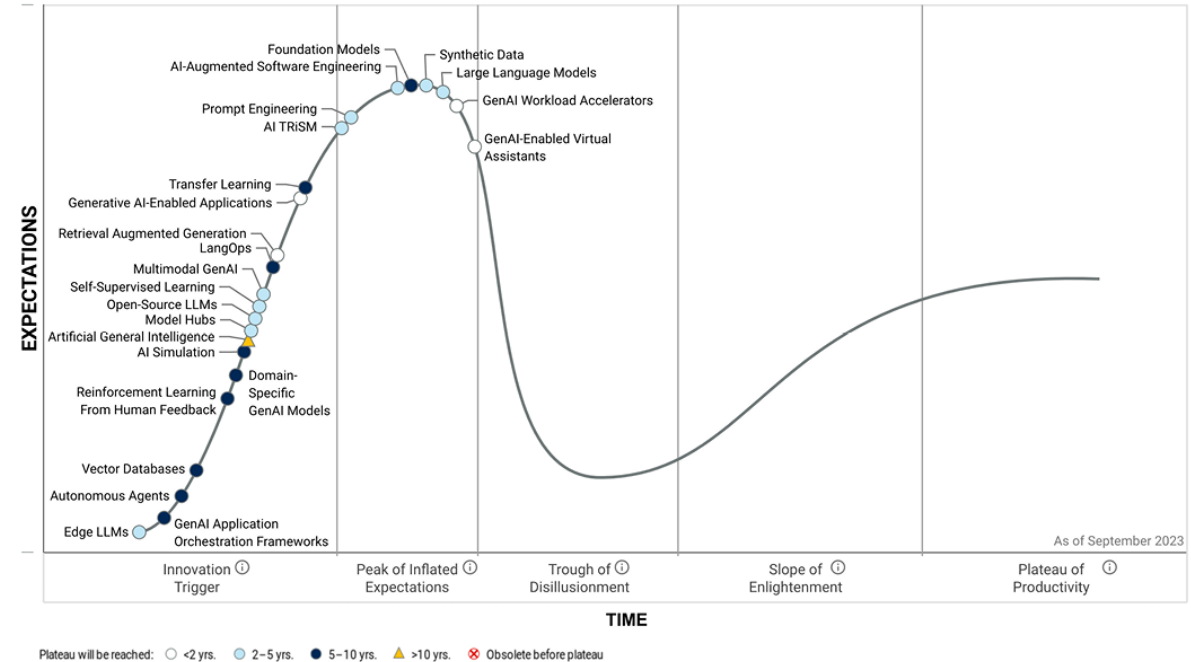
Gartner hype cycle

Gartner Hype Cycle methodology gives a view of how a technology or application will evolve over time

- **2023**: long experimentation year with high iteration
- **2024** : only 10% of businesses are moving to scaled production, **Why?**

- Need for clarity around risks and need for Grounding, Accuracy, Validation.
- Which safe cases we could be using AI for?
- Questioning actual productivity gains.
- Cost of moving from experimentation through (Tiger teams) to Dedicated teams that develop and operate AI.
- Scalability: AI operating model should be across the whole organization.
- AI Regulations: new laws and acts would impact AI startups and products.
- Security concerns: new security attack vectors, AI model drifts, etc...
- Need for responsible AI: track decisions, attestation, validate sources, interrogate output before production.
- Everyday AI vs game changing AI.

Hype Cycle for Generative AI



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Gartner

AI in Business Context

AI-Based Businesses (AI Startups)

- Core business built around AI products/services.
- Focus on innovation and R&D.
- Aim for rapid scalability and market disruption.
- examples: companies like OpenAI, DeepMind, Anthropic, etc...

AI in Business Internal Usage

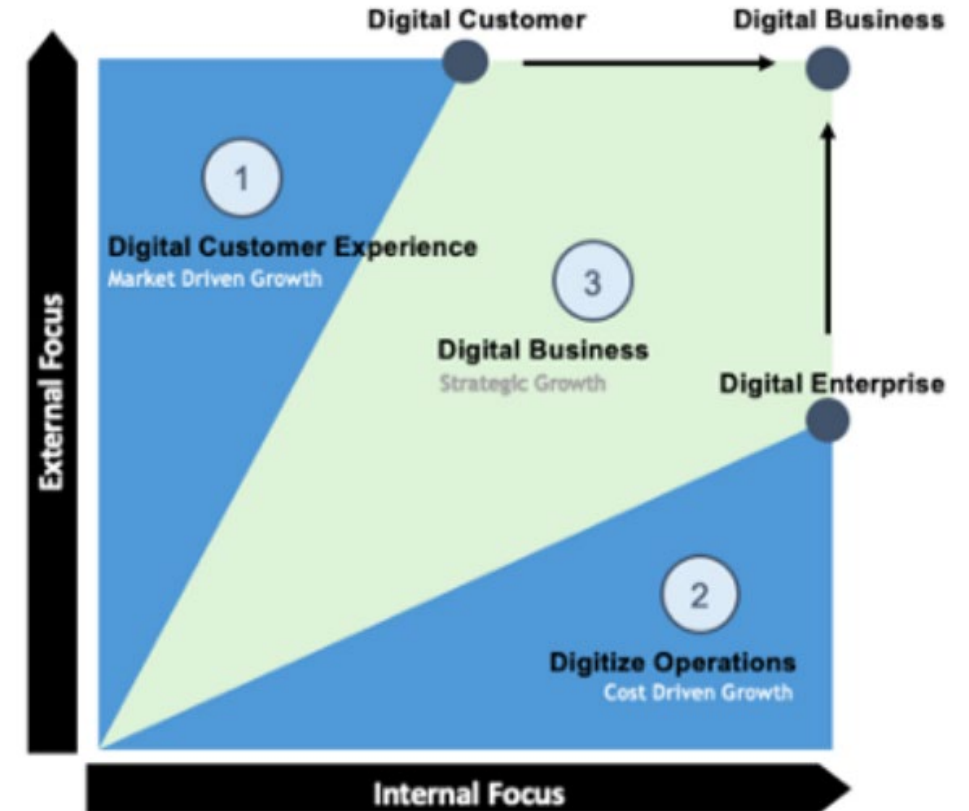
- Enhances operational efficiency and productivity.
- Transforms existing business processes.
- Provides data-driven insights for better decision-making.
- examples: using AI for demand forecasting, process automation, knowledge management, marketing, etc...

AI Usage in Providing Digital Services and Products

- Embeds AI to enhance product capabilities.
- Improves customer experience and satisfaction.
- Offers competitive differentiation in the market.
- examples: Products recommendation through online portals, AI powered Document management solution, Conversational AI agents, etc...

Digital Transformation Alignment

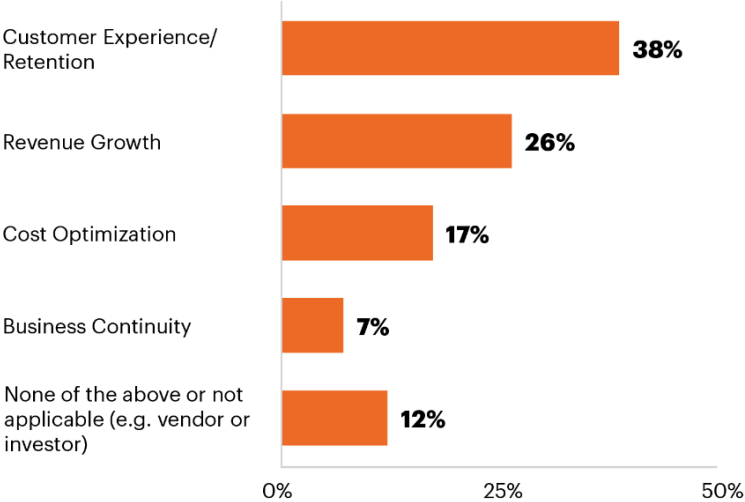
- Involves leveraging AI to change how businesses operate and deliver value.
- Strategic integration of AI across all business aspects.
- Aims for long-term, sustainable growth through technological evolution.



AI Business Focus

Area	Usage of AI
Optimizing Operations and Reducing Costs	• Predictive maintenance for machinery reduces downtime and extends equipment life • Intelligent inventory management to prevent waste and optimize stock levels. • Process automation (e.g., robotic process automation, AI-driven customer support) lowers operational costs.
Improving Sustainability and Environmental Impact	• Waste Sorting and Recycling Automation: AI-powered robots can identify and sort waste, increasing recycling rates and reducing landfill use. • Energy Optimization: AI models optimize energy consumption in buildings and manufacturing processes, lowering carbon footprints. • Supply Chain Efficiency: AI can track and optimize the entire supply chain, reducing emissions and waste. • Examples of AI in Environmental Applications • Smart Recycling: AI-powered computer vision systems can automatically sort recyclables from waste, improving efficiency and accuracy. • Circular Economy Models: AI helps in identifying products that can be reused, repaired, or recycled, promoting circular economy principles. • Predictive Environmental Monitoring: AI models can predict pollution levels, optimize waste management routes, and monitor ecosystems.

Primary Focus of Generative AI Initiatives



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Gartner

Implementing AI

AI Strategy Development

- Define vision and goals
- Identify opportunities: insights, efficiency, customer experience, etc..
- Engage stakeholders

AI Roadmap

- Data: Align you Data strategy to fuel AI solutions.
- Algorithms: Design, develop, and validate models.
- Infrastructure: Hosting, scalability, cost
- Talent: Skills gaps and talent development.

Pilot Projects and Use Cases

- Choose impactful pilot projects
- Define KPIs and measure success

Change Management

- Foster a culture of innovation
- Provide training and education

Risk Management

- Identify potential risks
- Develop mitigation strategies

Continuous Improvement

- Create feedback loops
- Stay updated with AI trends

Common Roadblocks

- **Insufficient Data**
- **Lack of Knowledge**
- **Misalignment with business strategy**
- **Shortage of AI talent**



Q&A



Mohammed Burtamekh

Head of Information & Communication
Technology

Fujifilm Business Innovation Australia



APCO's 2030 Strategic Plan



Peter Brisbane

Head of Government Partnerships
APCO



- >> APCO's 2030 strategy
- >> Eco-modulated fees and service payments
- >> The Government's reform of packaging regulation

Peter Brisbane, Head of Government Partnerships

APCO administers the industry-led component of Australia's packaging regulatory framework



Brand owners can either...



Be part of an industry-wide collective approach under the Australian Packaging Covenant



Comply with regulatory obligations in each jurisdiction in which the Brand Owners packaging is sold.



APCO is accountable for delivery of system outcomes

Manage delivery of the strategic plan to support the achievement of the Goals of the Covenant, which are:

- 1. Optimising resource recovery of packaging**
- 2. Preventing the impacts of litter**

The National Packaging Targets provide a focus for achievement of the Goals but do not address them fully. For example, they do not address resource recovery of materials such as glass and paper.

The Covenant requires:

- Members to have in place action plans and report to APCO
- Members to contribute to the Covenant Fund
- APCO to use the Covenant fund to contribute to the Goals, including through service contracts

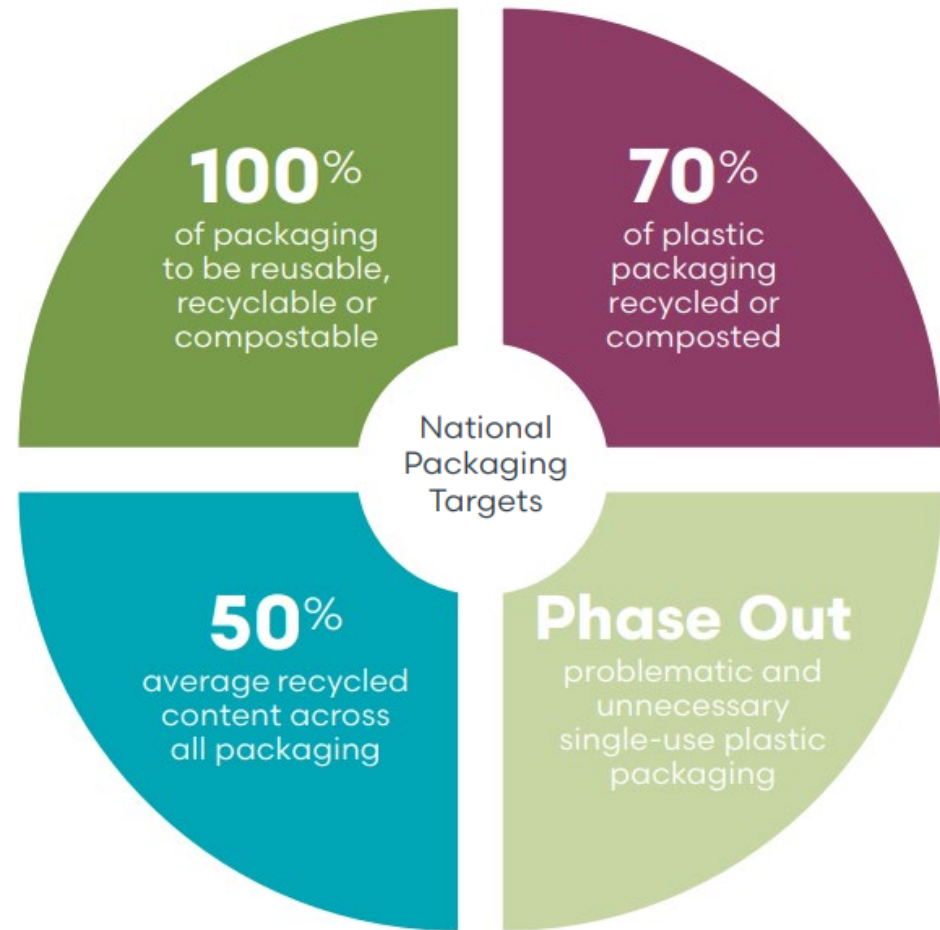


Figure 1: The National Packaging Targets

Context: Packaging reform base case and reform options



- The current co-regulatory scheme is the base case against which reform options can be compared. It will remain in place until it is repealed or otherwise ceases
- The 2030 strategy is included in reform option 1 and will be relevant to option 3 as a transitional measure

Base case	Option 1	Option 2	Option 3
APCO's 2030 strategy is fully implemented Collective action increases recycling through eco-modulated fees and service payments State and territory governments responsible for enforcing participation	APCO's 2030 strategy is fully implemented Collective action increases recycling through eco-modulated fees and service payments State and territory governments step up to eliminate free riding	Direct regulation of individual businesses by the Commonwealth Packaging and chemical bans; recycled content mandates No collective action to increase recycling and EPR	National EPR scheme Industry achieves outcomes collectively, supported by an administrator and eco-modulated fees Commonwealth regulates to eliminate free riding

2030 Strategy

Why is the strategy needed?

We are not going to achieve the 2025 National Packaging Targets.

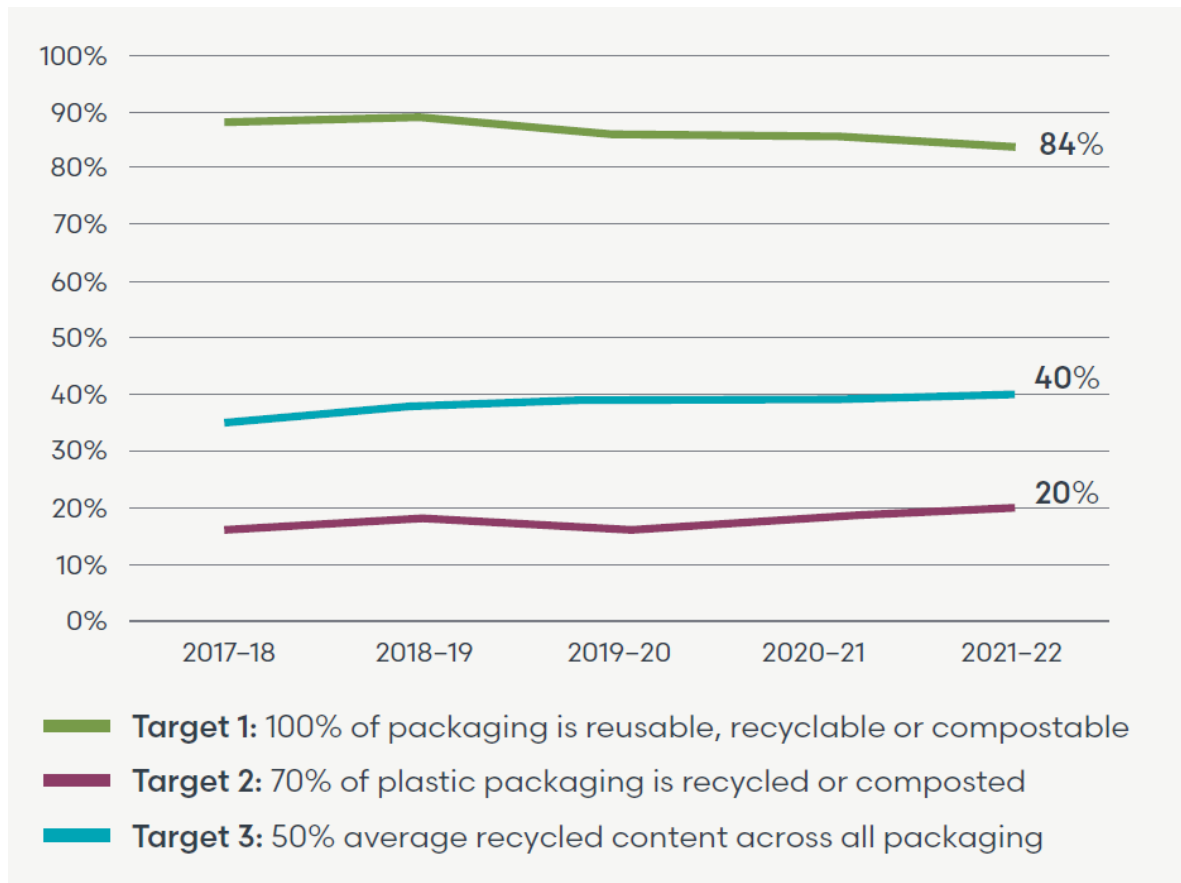
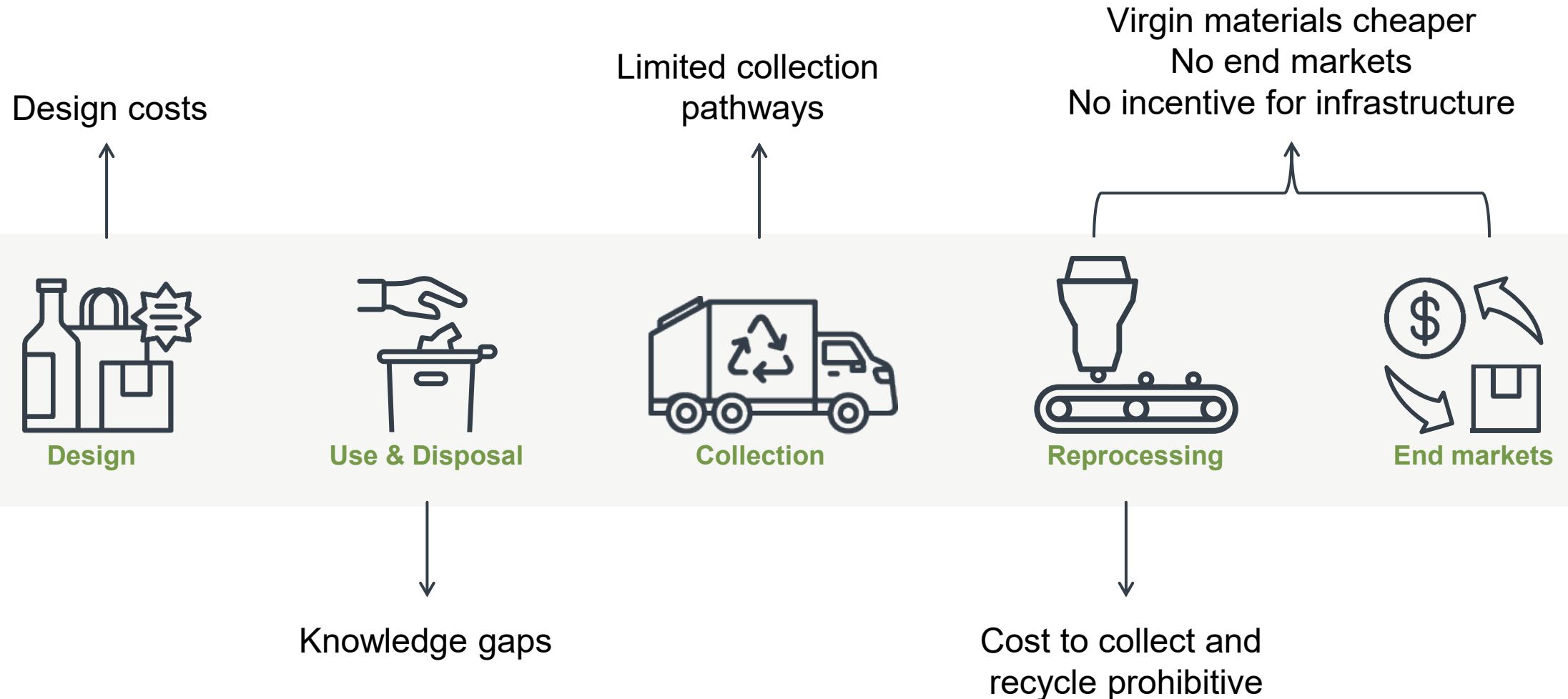


Figure 2: Performance against three of the National Packaging Targets

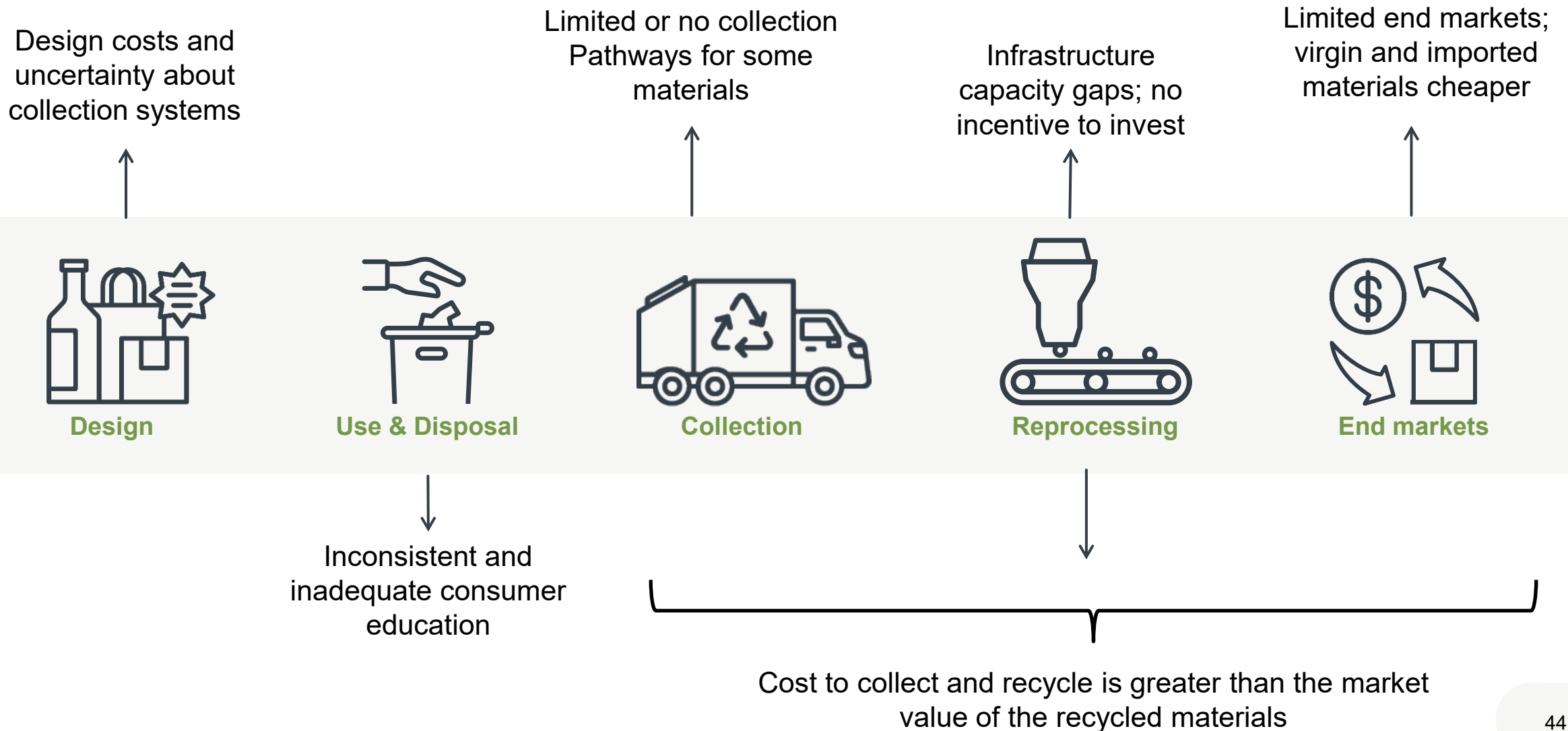
Environment Ministers expect APCO and brand owners to act



Key barriers to achieving the targets are economic



Key barriers to achieving the targets are economic



Industry needs to go beyond design for recycling

Designing packaging for recycling does not mean it will be recycled.

Brand Owners have a role to play in overcoming challenges in managing their packaging in the downstream system.

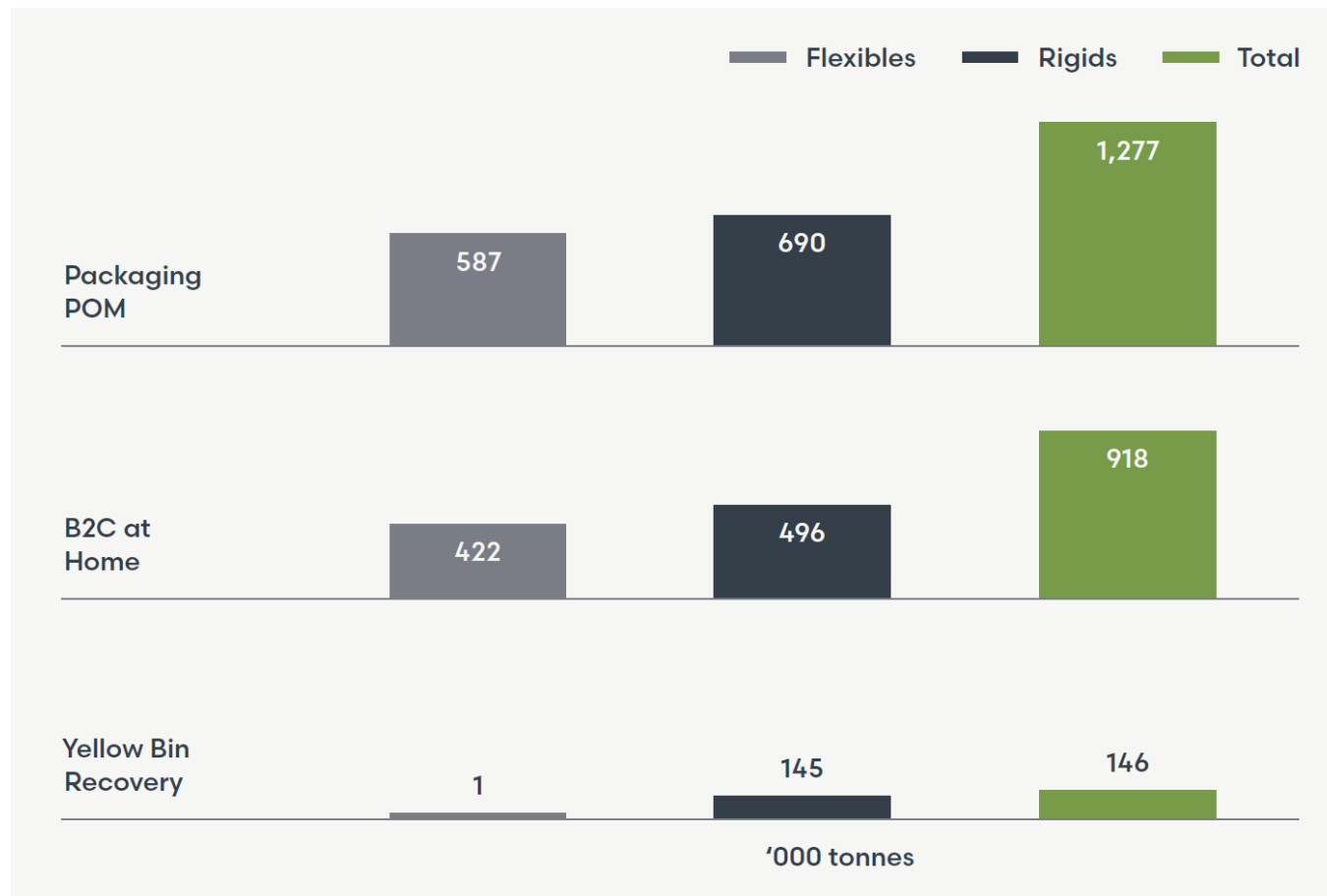


Figure 3: Recycling of rigid and flexible plastic packaging at kerbside in 2021-22

Recycled content is not a silver bullet either

Recycled content targets alone will not drive the achievement of recycling targets.

Australia's packaging already comprises 40% recycled materials.

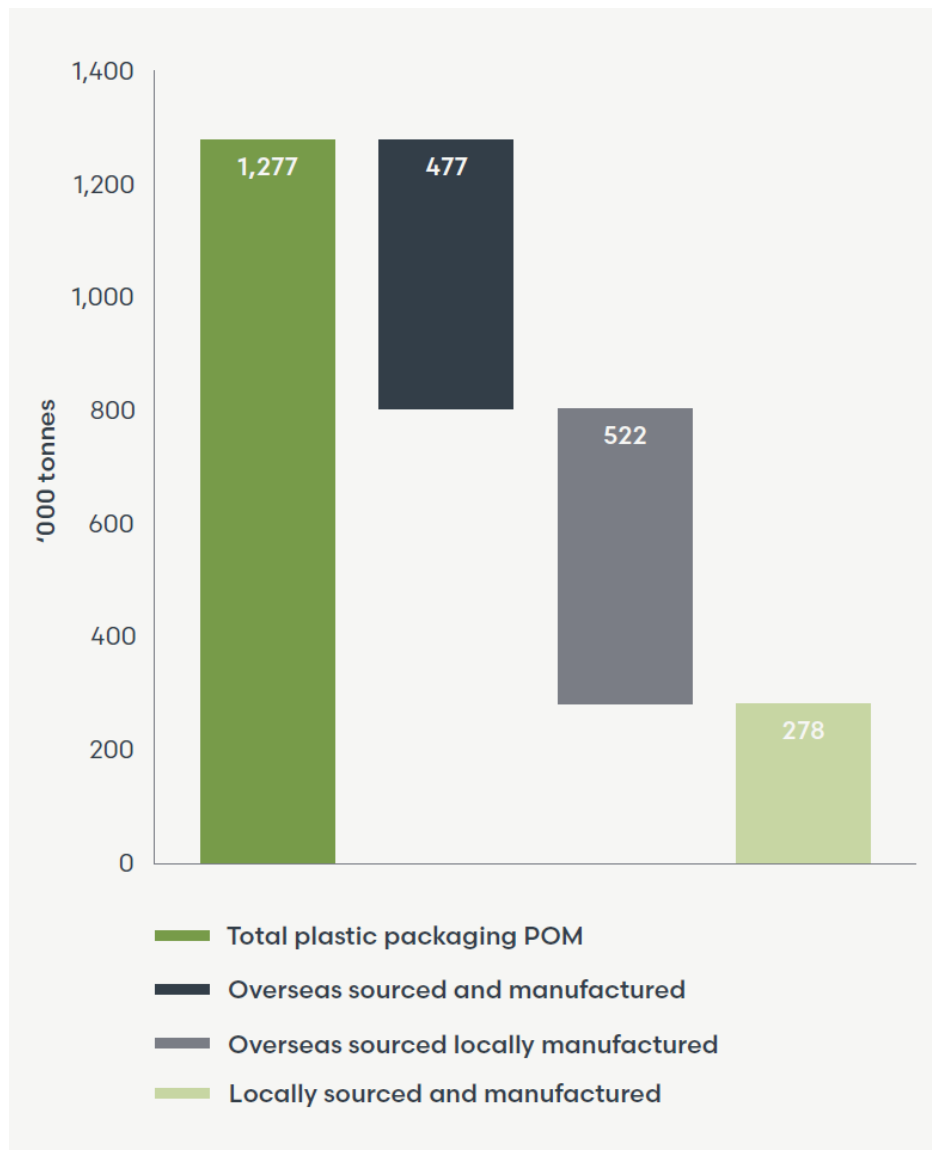


Figure 4: Locally and overseas sourced and manufactured plastic packaging placed on the market in 2021-22

Support is needed to increase recovery of all packaging materials

Even where strong markets for recycled materials exist, further effort is needed to increase recycling.

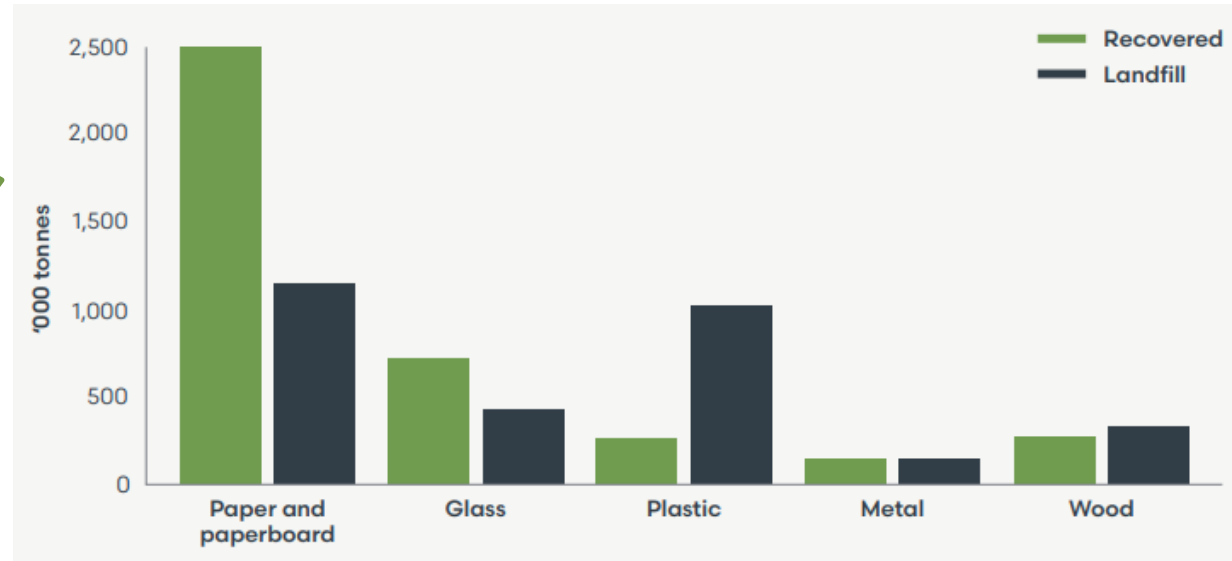


Figure 5: Resource recovery and landfill volumes of key material streams in 2021-22

Program Logic



Impact

Goals of the Covenant: Improve resource recovery of packaging; Prevent the impacts of litter

NATIONAL PACKAGING TARGETS:

100% of Australia's packaging is reusable, recyclable or compostable

70% of plastic packaging is recycled or composted

Packaging contains an average of 50% recycled content

Problematic and unnecessary single-use plastic packaging is phased out

Strategies and outputs

1

Packaging is designed for reduction, reuse and recovery

1.1 Australia's packaging design requirements are informed by best practice

1.2 Brand owners understand packaging design requirements

1.3 Eco-modulation of APCO member fees incentivises packaging design for reduction, reuse and recovery and use of Australian recycled content

2

Users increase utilisation of reuse systems and recycle packaging correctly

2.1 Consumers understand how and are encouraged to recycle packaging correctly

2.2 Consumers understand how and are encouraged to reduce and reuse packaging and avoid littering

2.3 Supply chain participants understand their business case for reuse and recovery of business-to-business packaging

3

Reuse and recovery systems are in place for all packaging

3.1 Supply chain participants understand their business case to establish and expand reuse models

3.2 Effective EPR schemes are in place for collection and recovery of materials not otherwise collected through kerbside systems or CDS

3.3 High quality information is available to inform investment in and optimisation of recovery systems

4

Local and global demand for Australian recycled materials meets supply

4.1 Supply chain participants understand their business case for the use of recycled materials

4.2 New packaging and non-packaging markets for recycled materials are enabled through the removal of technical and economic barriers

4.3 Users and stakeholders have confidence in recycled materials and recycled content claim

1.3 Eco-modulation of APCO member fees incentivises packaging design for reduction, reuse and recovery and use of Australian recycled content

Program Logic



Impact

Goals of the Covenant: Improve resource recovery of packaging; Prevent the impacts of litter

NATIONAL PACKAGING TARGETS:

100% of Australia's packaging is reusable, recyclable or compostable

70% of plastic packaging is recycled or composted

Packaging contains an average of 50% recycled content

Problematic and unnecessary single-use plastic packaging is phased out

Strategies and outputs

1

Packaging is designed for reduction, reuse and recovery

1.1 Australia's packaging design requirements are informed by best practice

1.2 Brand owners understand packaging design requirements

1.3 Eco-modulation of APCO member fees incentivises packaging design for reduction, reuse and recovery and use of Australian recycled content

2

Users increase utilisation of reuse systems and recycle packaging correctly

2.1 Consumers understand how and are encouraged to recycle packaging correctly

2.2 Consumers understand how and are encouraged to reduce and reuse packaging and avoid littering

2.3 Supply chain participants understand their business case for reuse and recovery of business-to-business packaging

3

Reuse and recovery systems are in place for all packaging

3.1 Supply chain participants understand their business case to establish and expand reuse models

3.2 Effective EPR schemes are in place for collection and recovery of materials not otherwise collected through kerbside systems or CDS

3.3 High quality information is available to inform investment in and optimisation of recovery systems

4

Local and global demand for Australian recycled materials meets supply

4.1 Supply chain participants understand their business case for the use of recycled materials

4.2 New packaging and non-packaging markets for recycled materials are enabled through the removal of technical and economic barriers

4.3 Users and stakeholders have confidence in recycled materials and recycled content claim

5

Financial resources within the system are sufficient to enable the required outcomes

5.1 System costs and the marginal impact of expenditure at different points of the system are accurately assessed

5.2 Covenant funds are allocated within the downstream system to ensure efficient delivery of additional recycling, reuse and litter reduction, and incentivise investments

6

Stakeholders have confidence in system decision-making and integrity

6.1 Industry participation is maximised through effective compliance protocols and collaboration with government agencies

6.2 Informed and co-ordinated decision-making across the system is enabled through inclusive governance and effective strategy

6.3 Effective assurance protocols ensure system and program integrity

6.4 Regular and timely public reporting and data release enable assessment of performance against targets, goals and indicators

Key:

1 Strategy

1.1 Output

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Eco-modulated fees and service payments

What is eco-modulation?

Eco-modulated fees for packaging tie the fees paid by brand owners to the amount and type of the packaging they place on the market. They are typically based on assessments of the downstream costs of their packaging.

Eco-modulation of members fees will create incentives for:

- Elimination and reduction of packaging
- Adoption of reuse models
- Use of recycled content
- Design for recovery

It will also:

- Allocate costs equitably across all Brand Owners
- Include base level (fixed) fees to support, administration, compliance and consumer education across all packaging formats

What is eco-modulation?



For illustrative
purposes only

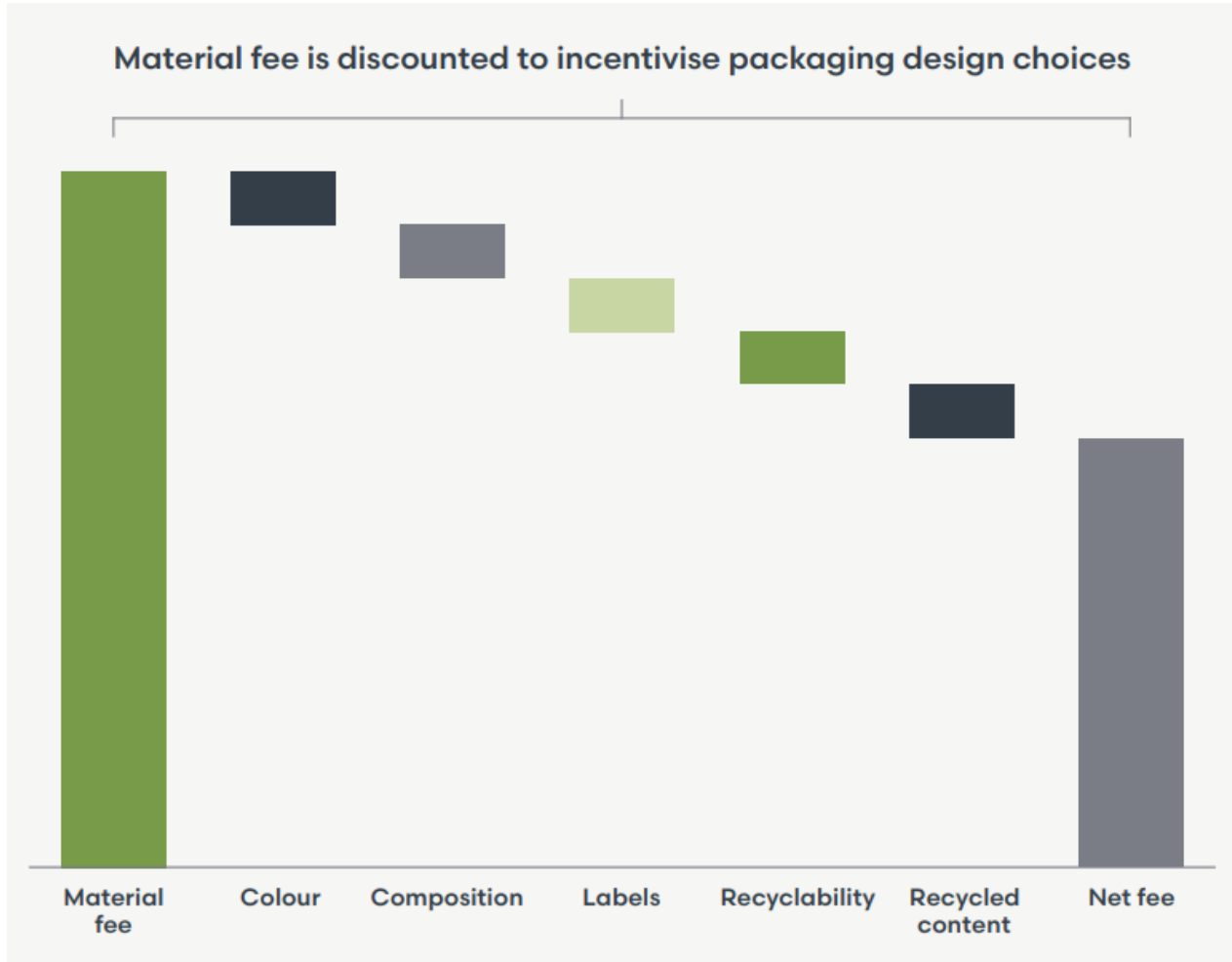


Figure 7: Example of eco-modulation of fees based on packaging material and design features

What do we mean by service payments?

APCO will enter contracts with EPR scheme operators (PROs, Producer Responsibility Organisations) and other resource recovery operators to subsidise operational expenditure for activity that delivers recycling that is additive to what is already happening

Priorities will include:

- Soft plastics:
 - Supporting the establishment and expansion of collection pathways
 - Incentivising investment in reprocessing infrastructure and end markets
- Supporting increased collection of other major materials streams (rigid plastics, paper and paperboard, glass, metals, wood)
- A national consumer education campaign based on the Australasian Recycling Label (ARL)
- Reuse models
- Supporting EPR schemes for problematic materials
- Market development

What do service payments need to deliver?

The level of service payments must be sufficient to:

- Support the level of operational activity needed to achieve targets
- Ensure that recycled materials can be placed on the market at a price that is competitive with other materials
- Incentivise investment in infrastructure

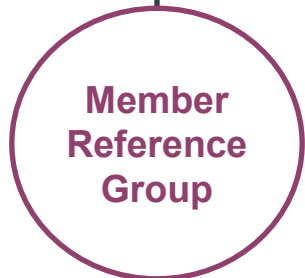
System engagement to support implementation of the 2030 strategy



APCO is working with state and territory and federal government officials to enable endorsement of the 2030 Strategic Plan by Environment Ministers and eliminate free riding.



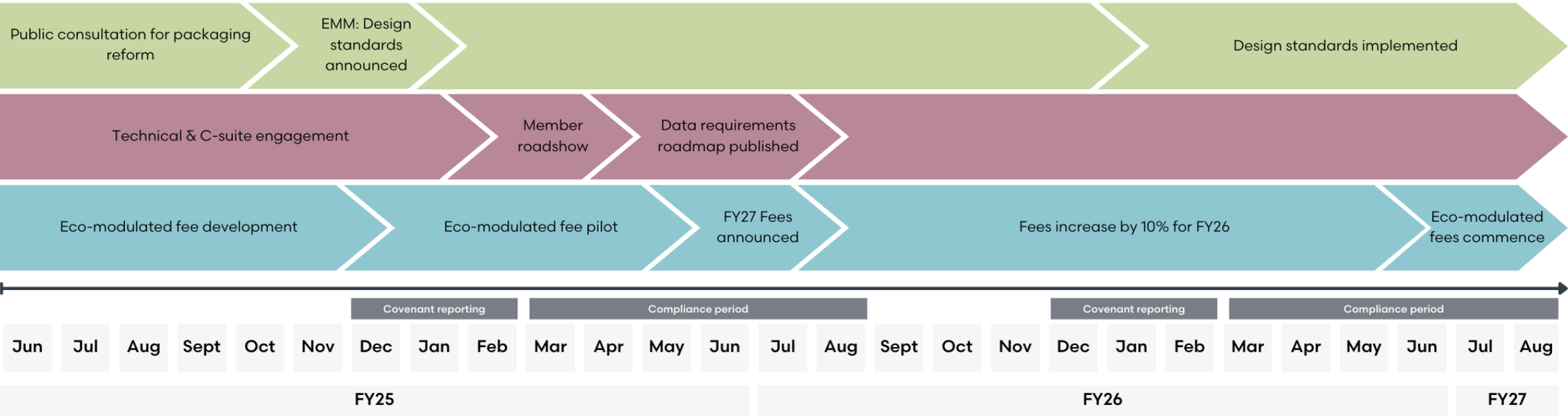
The Collective Action Group (CAG) is a team of leading industry representatives from across the packaging value chain, assisting APCO in the development of its downstream cost model and interventions. We are also conducting interviews with system participants to build our understanding improve our approaches.



Comprised of more than 75 organisations across the packaging value chain to:

- a. Test our fee model
- b. Ensure we understand different member business models
- c. Understand barriers to effective reporting

What's next? Timeline to FY27

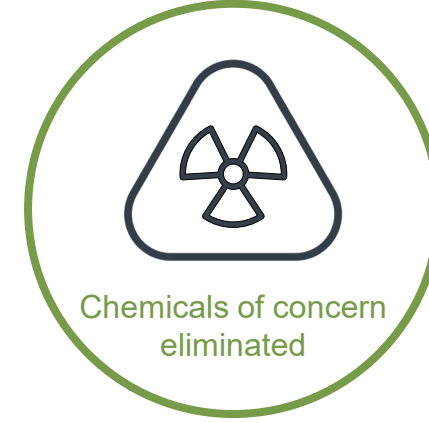


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The Government's reform of packaging regulation

In October 2022, Environment Ministers agreed to reform packaging regulation

The future framework will include **mandatory**:



- The future framework will be established under Commonwealth law and regulated by the Commonwealth.
- The current co-regulatory arrangement and APCO remain in place until new legislation is implemented.
- The Commonwealth will work with APCO and industry to manage the transition to the future regulatory scheme.

Consultation on the reforms has been completed (or at least this round of consultation)



- Consultation was conducted by the Department of Climate Change, Energy, the Environment and Water (DCCEEW)
- Paper released on Friday 27 September 2024 and submissions closed on 28 October
- The paper set out a base case and **three reform options**
- Following this process, one or more reform options will be developed in more detail, cost-benefit and policy impact analysis conducted
- Final decision on a detailed reform model possibly in late 2025 followed by development and passage of legislation, development of regulations and pre-commencement period
- The paper is available at:
[Reform of Packaging Regulation - Climate \(dcceew.gov.au\)](https://www.dcceew.gov.au/reform-of-packaging-regulation-climate)

Option 1: Strengthening administration of the current co-regulatory arrangement



Becoming a compliant signatory to the Covenant



Complying with obligations under the NEPM in each jurisdiction in which the Brand Owners packaging is sold.



Option 2: National mandatory requirements for packaging



Australian Government

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

Mandates packaging requirements on individual regulated entities including:

- Bans on problematic materials and chemicals of concern
- Progressive bans of packaging to mandate minimum recyclability performance
- Minimum recycled content threshold

Regulated entities must register with the government and comply with all mandatory requirements

Option 3: National EPR scheme



Liabe entities become participants in the national EPR scheme. Administrator supports collective outcomes and supports entities to comply with other mandatory obligations

Administrator



The Commonwealth enforces participation in the EPR scheme and compliance with any other mandatory obligations (e.g. chemicals of concern, recycled content thresholds)



Australian Government

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



For more information
apco@apco.org.au

Q&A



Peter Brisbane

Head of Government Partnerships
APCO



Feedback Form



<https://survey.zohopublic.com.au/zs/tPBpjK>



Apple's environmental roadmap to 2030



James Hole

Program Manager, Environmental Initiatives
Apple



Q&A



James Hole

Program Manager, Environmental Initiatives
Apple



Feedback Form



<https://survey.zohopublic.com.au/zs/tPBpjK>



Whats **Next**

- Our next **Member Forum**
Wednesday March 5th @ 12.30pm – online
- **Annual Report FY24**
Publication available at the AGM and copies to be sent in coming weeks
- **Connections Newsletter**
Thursday December Thursday 5th
- **Lifecycle Assessment Report**
Published December

Potential environmental benefits of e-waste recycling in Australia *FY24*

Undertaken by Lifecycles for the Australian and New Zealand Recycling Platform (ANZRP)

THANK YOU

