



Sustainable Packaging Alliance Round Table Series

17th Round Table

Demystifying end of life recovery

Understanding recovery options and the implications for packaging design

Main Auditorium
Sir William Angliss Centre
Level 5, 555 Latrobe Street, Melbourne
Friday 12th November 2010
8:30am – 2:00pm

Purpose

Recycling generates a range of benefits. It diverts material from landfill, reduces greenhouse gas emissions and conserves non-renewable resources. In 2007 the recycling rate for packaging in Australia was 56%. The target for 2015 is 70%. Achieving this requires action in three areas:

- expansion of the infrastructure for collection, sorting and reprocessing
- design of packaging to enable recovery through existing services
- correct separation of packaging by consumers.

New facilities are being established to recover the organic component of the waste stream, using processes such as composting and anaerobic digestion with energy recovery. This trend may open up new recovery options or new roles for biodegradable packaging.

This Round Table, organised to coincide with Recycling Week, aims to demystify the packaging recovery process and to encourage more collaboration and communication between packaging suppliers, brand owners and companies in the recovery chain.

Participants will gain a better understanding of:

- new automated sorting technologies
- material and organic recovery systems
- end markets for recycled packaging
- choosing an appropriate recovery system
- design for recovery.

Who should attend?

Established in 2003, SPA Round Tables are Australia's primary forum for bringing together diverse stakeholders with an interest in environmental issues for packaging. They enable interaction with immediate supply chain partners and other stakeholders to encourage dialogue and information sharing to support the development and use of more sustainable packaging strategies.

Round Table participants include:

- environment managers
- supply chain managers
- marketing executives/brand managers
- R&D managers
- policy makers
- packaging technologists
- recyclers and consultants.

Sustainable Packaging Alliance

SPA aims to help you consider sustainability when making decisions about packaging systems. We draw on our industry, academic and government experience and networks, to provide tools, knowledge and training in packaging sustainability. We help you understand where and how your decisions impact the use of resources (energy, water, land) and production of waste and greenhouse gases. We help you apply this knowledge to benefit society, your organisation and the environment (www.sustainablepack.org).

Round Table Program

8.00am: Coffee and registration

8.30am: Introduction and welcome

Ian Coles, Chairman, Sustainable Packaging Alliance

Session 1: Material recycling

This session will provide you with a better understanding of systems for kerbside collection, sorting and reprocessing of packaging materials.

8.40am Alex Kanaar, Environmental Sustainability Manager, Visy Recycling

Kerbside collection and sorting

Collection and sorting of packaging from kerbside systems: what happens at a Materials Recovery Facility (MRF) and the lessons for packaging developers.

9.05am Rod Welford, Chief Executive Officer, Australian Council of Recycling (ACOR)

Sustainable materials management

End markets for recycled materials: what happens to packaging after collection, and how brandowners can improve recyclability through better design and communication.

9.30am Tony Mahar, Director of Sustainable Development, Australian Food and Grocery Council (AFGC)

Communication and labelling

AFGC is investigating the feasibility of an index or a logo to inform consumers about sustainability and recyclability of packaging. Is this the best option or are there other alternatives?

9.45am Round Table discussions

- Evaluating recyclability
- Communicating recyclability

10.15 Feedback

10.30 Morning tea

Case examples

If you would like to know more about the recyclability of a specific pack that you currently use or are considering using, please bring it along. Alternatively, send your questions prior to the Round Table to Alex.Kanaar@visy.com.au.

Session 2: Other recovery options

Material recycling is the main option for recovery of packaging. Alternatives include organic and chemical recycling. The challenge for packaging designers is to understand the options and to design (where appropriate) to maximise recovery.

11.00am Nick Harford, Managing Director, Equilibrium OMG

Organic recovery technologies

A significant trend in end of life recovery is the use of composting and alternative waste facilities such as anaerobic digestion, to divert organic materials from landfill. What does this mean for the packaging supply chain?

11.25am Alex Fernando, Chief Operating Officer Cardia Bioplastics

Connecting packaging and recovery systems

New technologies for packaging may offer benefits at end of life. These will only be achieved if companies understand the options for recovery and engage with key stakeholders to maximise the benefits. Cardia has developed a partnership with SULO MGB to support organic waste diversion.

11.50am Tony Seers, Managing Director, Seeplas

Choosing the best recovery option: the example of Polylactic acid (PLA)

PLA is biodegradable and compostable. It can also be recycled in a conventional PET stream in small percentages, or processed separately to produce lactic acid. Packaging developers and recyclers need to understand the most practical and/or highest value recovery options.

12.15pm Round Table discussion

- Choosing the best recovery strategy
- Working with the recovery chain

12.45 Feedback

1.00 pm: Lunch

At 1.30pm there will be an optional demonstration of the Packaging Impact Quick Evaluation (PIQET) tool. PIQET is a web-based tool to evaluate the life cycle environmental impacts of packaging.



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(Parking is available within walking distance on Spencer Street, Little Lonsdale Street and Lonsdale Street.
The city circle tram stops right outside the centre and Flagstaff railway station is one block away.)

Further Information/Enquiries
Contact: Jessica Sinclair (03) 9791 5888 or email packaging@sustainablepack.org

REGISTRATION FORM / TAX INVOICE

\$280 per person including GST

<i>NAME OF REGISTRANT</i>	<i>Mr/Mrs/Dr/Ms/Other</i>		
<i>ORGANISATION</i>			
<i>POSITION</i>			
<i>POSTAL ADDRESS</i>			
<i>TEL</i>		<i>EMAIL</i>	
<i>SPECIAL DIETARY REQUIREMENTS?</i>			

Sustainable Packaging Alliance Limited
ABN 48 127 905 024

EFT (Direct Deposit Details):

Bank: ANZ
Branch: Mornington
BSB: 013-740
Account: 479440138
Amount: \$280 per person

- I will be attending the PIQET demonstration at 1.30pm
- My cheque for \$280 made payable to Sustainable Packaging Alliance Limited is enclosed
- I wish to pay by EFT (please notify us when payment is made)
- Please debit my credit card for the amount of AU\$280
- Mastercard Bankcard Visa *(We are unable to accept AMEX)*

EMAIL
packaging@sustainablepack.org

FAX
(03) 9706 7700

POST:
Sustainable Packaging Alliance
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Payment: Registration cannot be confirmed until full payment is received.
Cancellation fees: No cancellation notice – full rate will apply. Less than 1 week's notice – full rate will apply.
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