

New Zealand Plastic Packaging Declaration

Globally a number of brands, retailers, and packaging companies have committed to using 100% reusable, recyclable or compostable packaging across their global operations by 2025 or earlier.

Amcor, Danone, L'Oréal, Mars, Nestlé, PepsiCo, The Coca-Cola Company and Unilever and are among those companies and have reaffirmed this commitment in New Zealand.

All of these companies are involved in the Ellen MacArthur Foundation's New Plastics Economy initiative. Applying the principles of the circular economy, this initiative brings together key stakeholders to rethink and redesign the future of plastics, starting with packaging.

Amcor, Danone, L'Oréal, Mars, Nestlé, PepsiCo, The Coca-Cola Company and Unilever reaffirm that:

- they recognise New Zealand has an interest in moving towards a more circular economy and reducing the use of virgin plastic packaging
- they will work toward using 100% reusable, recyclable or compostable packaging by 2025 or earlier
- they will report on progress to implement this commitment as part of our global sustainability reporting, and provide annual updates to the New Zealand Ministry for the Environment
- they will encourage other companies operating in New Zealand to look at their plastic packaging and make similar commitments. Other businesses in New Zealand are invited to join this Declaration.

Joining these global companies, Countdown Foodstuffs, Frucor Suntory and New Zealand Post also commit to using 100% reusable, recyclable or compostable packaging by 2025 or earlier.

This recognises the role that business can play to improve the plastic system in New Zealand and align New Zealand's efforts with a global movement on plastic packaging.

Global company commitments

The commitments the companies make are:¹

AMCOR

Amcor is leading the development and manufacture of packaging that is better for the environment, customers and consumers – by being the first global packaging company pledging to develop all its packaging to be recyclable or reusable by 2025, significantly increasing its use of recycled material, and helping drive consistently greater recycling of packaging around the world.

¹The New Plastics Economy initiative is building momentum in rethinking and redesigning the future of plastics. Further commitments will be updated on individual company and the Ministry for the Environment websites.

DANONE

DANONE believes that a healthy body needs healthy food. And healthy food needs a healthy planet. Our company is committed to protecting and restoring nature where Danone's food is grown, produced and consumed.

To achieve this, DANONE has set five key ambitions: fight climate change, protect water cycles, promote sustainable agriculture, improve the sustainability of our packaging and reduce food waste. This includes improving our packaging sustainability and co-building a circular economy.

DANONE has committed that Evian mineral water, whose bottles are already 100% recyclable, will use 100% recycled plastics by 2025. In parallel, Danone has already set an ambition to be a zero net carbon company by 2050 and is working on further packaging targets across its total global business.

L'OREAL

L'Oréal commits that all of its plastic packaging will be rechargeable, refillable, recyclable or compostable by 2025. This is in line with and a continuation of L'Oréal's efforts over the past years working towards the continuous improvement of the environmental and social impact of 100% of its new products by 2020, as part of its "Sharing Beauty With All" sustainability program.

MARS

At Mars, we will continue to work towards 100% recyclability of our packaging by 2025. Packaging innovation is one way we can reduce our carbon footprint in line with the science-based targets of our Sustainable in a Generation Plan.

NESTLÉ

Nestlé aims to make 100% of its packaging recyclable or reusable by 2025. To do this, we are focusing on eliminating non-recyclable plastics, encouraging the use of plastics that allow better recycling rates, and eliminating or changing complex combinations of packaging materials.

We are also committed to playing an active role in working with others to explore packaging solutions, supporting collection and recycling schemes, improving recycling information on pack and promoting a market for recycled plastics.

PEPSICO

PepsiCo announced its ambition to design 100% of its packaging to be recyclable, compostable or biodegradable, increase recycled materials in its plastic packaging, reduce packaging's carbon impact, and in partnership with the PepsiCo Foundation, work to increase recycling rates by 2025.

THE COCA-COLA COMPANY

In January 2018 the Coca-Cola Company launched its 'World Without Waste' strategy – to help collect and recycle a bottle or can for every one that is sold around the world, by 2030. As part of this goal the company is focused on increasing the use of recycled content within packaging. By 2030, Coca-Cola also aims to make bottles with an average of 50% recycled content.

The Coca-Cola Company will also continue to focus on making packaging 100% recyclable – in New Zealand this is already the case. In addition the company will also support global and local education campaigns to inform the world’s population on recycling options.

UNILEVER

Unilever is committed to help transform global plastic packaging material flows by: ensuring all of its plastic packaging is reusable, recyclable or compostable by 2025; increasing its use of recycled plastic content in its packaging to at least 25% by 2025 (against a 2015 baseline); publishing the full “palette” of plastics materials used in its packaging by 2020 to help create a plastics protocol for the industry; and helping tackle the industry-wide sachet waste issue, by investing in proving, and then sharing with industry, a technical solution to recycle multi-layered sachets – CreaSolv.

New Zealand based participants

COUNTDOWN

Countdown is proud to sign up to this pledge.

In 2017 Countdown signalled an ambitious new sustainability focus with the launch of 20 new commitments out to 2020. These goals fall under the three categories of People, Planet and Prosperity, and align with the United Nations’ 2015 Sustainable Development Goals.

Within our Planet pillar we have publicly stated a move towards a circular economy, setting a target to improve the recyclability of our own brand packaging. We are also committed towards zero food waste, sourcing environmentally sustainable commodities, achieving net zero supply chain deforestation, and responding to the climate change by reducing our carbon emissions. We have been founding partners to the Soft Plastics Recycling Scheme, an excellent local example of establishing networking towards the circular economy.

Countdown has also started the phase out of single use plastic bags from our checkouts and online shopping by the end of 2018, which will remove 350 million of these bags from circulation and the waste stream. This is just the first step of many that will confirm our commitment towards using 100% reusable, recyclable or compostable packaging.

Countdown is also the franchisor of 69 locally owned and operated Super Value and Fresh Choice supermarkets across New Zealand. These businesses also proudly to sign up to this pledge.

FOODSTUFFS

Foodstuffs was the first retailer in New Zealand to introduce food trays made of recycled PET; helping to divert 80 million food trays from landfill. We offer a range of sustainable alternatives to single use plastic checkout bags and have pledged to completely phase these out by the end of this year. Foodstuffs offers soft plastic recycling at the majority of our supermarkets and are working towards 100% availability. As part of our commitment to the Plastic Packaging Declaration Foodstuffs will support the development of a circular economy for plastic by moving to specify recycled content in more of our packaging, and will work with industry partners to develop domestic markets for recovered plastics. We confirm that all our retail and private label packaging will be 100% reusable, recyclable, or compostable by 2025. We will encourage other companies, including all suppliers, to support the Declaration by making similar commitments.

FRUCOR SUNTORY

At Frucor Suntory, we are committed to improving our packaging choices and reducing the effect of plastic on the environment. We aim to lead and develop the best sustainable packaging systems in New Zealand, including using significantly more recycled plastic, as well as bioplastics, glass, paper fibre and aluminium. By 2025, our packaging will be 100% reusable, recyclable or compostable and will minimise food waste. In addition, we will continue to work towards our key environmental goals of zero landfill, 35% carbon footprint reduction and 20% less water use by 2030.

NZ POST

At New Zealand Post we care greatly about sustainability and we have some big goals for our future, and the future of New Zealand. We aim to be a leader in this space by continuing to develop sustainable products and services for our customers. Along with setting an ambitious goal of being Carbon Neutral from 2030, we are giving serious consideration to our packaging options, and have a goal to develop sustainable sending solutions that do no harm to the environment.

We've already started on this journey, but understand the value of collaboration, so we're excited to join this declaration of working towards developing 100% reusable, recyclable or compostable packaging by 2025 or earlier.