

National Packaging Covenant Definitions

“**brand owner**” means:

- A person who is the owner or licensee in Australia of a trade mark under which a product is sold or otherwise distributed in Australia, whether the trade mark is registered or not
- A person who is the franchisee in Australia of a business arrangement which allows an individual, partnership, or company to operate under the name of an already established business
- In the case of a product which has been imported, the first person to sell that product in Australia
- In respect of in-store packaging, the supplier of the packaging to the store
- In respect to plastic bags, the importer or manufacturer of the plastic bag or the retailer who provides the plastic bag to the consumer for the transportation of products purchased by the consumer at the point of sale.

“**composite packaging**” means consumer packaging comprising two or more different packaging material types fused or joined together in a single medium so that they cannot be separated by the consumer.

“**consumer packaging**” means all packaging products made of any material, or combination of materials, for the containment, protection, marketing or handling of retail consumer products. This also includes distribution packaging (see below).

“**consumer paper**” means all paper and cardboard from domestic premises, other than paper used to publish newspapers or magazines.

“**distribution packaging**” means packaging that contains multiples of products (the same or mixed) intended for direct consumer purchase, including:

Secondary: packaging used to secure or unitise multiples of consumer product, eg. cardboard box, shipper, shrink film overwrap.

Tertiary: packaging used to secure or unitise multiples of secondary packaging, e.g. pallet wrapping stretchfilm, shrinkfilm, strapping.

“**free rider**” means a company or organisation that is a participant in the packaging supply chain and is not a signatory to the Covenant, and is not producing equivalent outcomes to those achieved through the Covenant.

“**industry**” means any manufacturing, industrial, commercial, wholesale or retail activity or process, that can result in the generation, recycling, treatment, transport, storage or disposal of consumer packaging and consumer paper waste.

“**kerbside recycling collection**” means roadside collection of domestic solid waste separated for the purpose of recycling or otherwise using those materials so separated.

“**key performance indicators**” are the agreed, quantifiable measurements that reflect the critical success factors of the National Packaging Covenant.

“**landfill**” means waste disposal sites used for the authorized deposit of solid waste onto or into land.

“**lifecycle management**” means management of the potential environmental impacts of a product in all stages of production, distribution, use, collection, re-use, recycling, reprocessing and disposal of that product.

“**litter**” means packaging or paper that when removed from a product is intentionally or unintentionally discarded.

“**materials recovery systems**” are systems to collect, sort and pre-process materials recovered from the waste stream, including but not limited to domestic kerbside recycling collections, drop-off collection systems, public place collection and industrial and commercial recycling collection systems.

“packaging recovery chain” refers to the companies, organisations and/or Local Governments who provide recycle collection services, reprocessors, secondary markets and users of recovered, post-consumer and post-industrial packaging materials and paper products.

“packaging supply chain” means each of the organisations that participate in the creation, distribution and sale of consumer packaging and/or products. These include but are not limited to:

- suppliers of raw materials for consumer packaging
- manufacturers of consumer packaging
- suppliers/distributors of consumer packaging
- manufacturers of consumer products
- fillers of consumer packaging eg. contract packers
- brand owners of consumer products
- wholesalers/distributors of consumer products
- retailers of consumer products

“post consumer recycled content” means material generated by households or by commercial, industrial and institutional facilities in their role as end-users of the product which can no longer be used for its intended purpose. This includes returns of material from the distribution chain.

“product stewardship” means the ethic of shared responsibility through the lifecycle of products including the environmental impact of the product through to and including its ultimate disposal.

“recovered materials” means used packaging materials that have been separated from the waste stream for reprocessing and used in the manufacture of consumer packaging or other products.

“recyclable” packaging for a product means, reasonably able to be recovered in Australia through collection or drop-off systems and able to be reprocessed and used as a raw material for the manufacture of a new product.

“recycle” for a product, means recover the product and use it as a raw material to produce another product.

“recycled content” is the percentage by weight or volume of post-industrial and/or postconsumer recycled material in the raw materials used for the manufacture of a product.

“resource efficiency” means the efficiency with which we use resources and minimize environmental impacts throughout the lifecycle of a product or service (such as packaging).

“re-use” for a product, means use a product for the same or similar purpose as the original purpose without subjecting the product to a manufacturing process which would change its physical appearance.

“re-utilisation” includes re-use, recycling and energy recovery.

“secondary market” means the sale and use of materials recovered through material recovery systems.

“selection on merit” is the principle, based on sound science, that selects a specific material or combinations of materials, for a given application on its ability to meet the various functional criteria over the whole-of-life of the product including: manufacture, supply, use and disposal.

“shared responsibility” refers to the equitable distribution of responsibility for the management of the environmental impacts of consumer packaging to the most appropriate participants within the packaging supply and recovery chains. Shared responsibility may be achieved through, but is not limited to:

- The adoption of policies and practices by all participants in the packaging supply chain that contribute to the minimisation of the environmental impacts of consumer packaging within their individual spheres of influence
- The optimization of packaging to balance resource efficiency and maximise resource re-utilisation and where applicable and sustainable, the provision of used packaging and paper recovery systems
- The implementation of the NEPM by relevant jurisdictions as the cornerstone of the co-regulatory framework
- The provision of services for domestic and, where applicable and sustainable, other used packaging and paper recovery systems by local government.

“**signatory**” means any individual, group, company, or level of government who signs the National Packaging Covenant

“**stakeholder**” means any individual, group, company or level of government that is involved in the lifecycle management of packaging materials, across its manufacture, use, disposal and recovery.

“**waste hierarchy**” is a concept that provides a framework of desirable waste management options — prioritising first the avoidance of unnecessary consumption, then its reuse and recycling and lastly the optimisation of its final disposal.

ACRONYMS

“**ANZECC**” means the Australian and New Zealand Environment and Conservation Council

“**ECoPP**” means the Environmental Code of Practice for Packaging

“**EPHC**” means the Environment Protection and Heritage Council

“**JPG**” means a Jurisdictional Projects Group

“**NEPM**” means the National Environment Protection (Used Packaging Materials) Measure

“**NPCIA**” means the National Packaging Covenant Industry Association

“**NPCC**” means the National Packaging Covenant Council

“**NPG**” means the National Projects Group

Environmental Code of Practice for Packaging Definitions

CEN means the European Committee for Standardisation.

“Code” means the Environmental Code of Practice for Packaging.

“consumer packaging” means all packaging products made of any material, or combination of materials, for the containment, protection, marketing or handling of retail consumer products. This also includes distribution packaging (*see below*).

“Covenant” means the National Packaging Covenant.

“degradable” means a characteristic of a product or packaging that, with respect to specific conditions, allows it to break down to a specific extent within a given time.

“distribution packaging” means packaging that contains multiples of products (the same or mixed) intended for direct consumer purchase, including:

- Secondary: packaging used to secure or unitise multiples of consumer product, eg. cardboard box, shipper, shrinkfilm overwrap.
- Tertiary: packaging used to secure or unitise multiples of secondary packaging, eg. pallet wrapping stretchfilm, shrinkfilm, strapping.

“downcycling” means reprocessing of a material into a lower value product, for example packaging glass used for road base, or paper used as a filler in plastic lumber.

“environmental claim” means a statement, symbol or graphic that indicates an environmental aspect of a product, a component or packaging.

“environmental impact” means any change to the environment, whether adverse or beneficial, wholly or partially resulting from an organisation’s activities or products.

“Guidelines” means the Environmental Guidelines for Packaging associated with the Code.

“industry” means any manufacturing, industrial, commercial, wholesale or retail activity or process, that can result in the generation, recycling, treatment, transport, storage or disposal of consumer packaging.

“key performance indicators” are the agreed, quantifiable measurements that reflect the critical success factors of the National Packaging Covenant.

“landfill” means waste disposal sites used for the authorised deposit of solid waste onto or into land.

“life cycle” means consecutive and interlinked stages of a product system, from raw material acquisition or generation of natural resources to final disposal.

“litter” means consumer packaging that when removed from a product is intentionally or unintentionally discarded.

“NPCC” means the National Packaging Covenant Council

“NPCIA” means the National Packaging Covenant Industry Association.

“PACIA” means the Plastics and Chemical Industry Association.

“packaging recovery chain” refers to the companies, organisations and/or Local Governments who provide recycle collection services, reprocessors, secondary markets and users of recovered, post-consumer and post-industrial packaging materials and paper products.

“packaging supply chain” means each of the organisations that participate in the creation, distribution and sale of consumer packaging and/or products. These include but are not limited to:

- suppliers of raw materials for consumer packaging
- manufacturers of consumer packaging
- suppliers/distributors of consumer packaging
- manufacturers of consumer products
- fillers of consumer packaging, eg contract packers
- brand owners of consumer products
- wholesalers/distributors of consumer products
- retailers of consumer products

“post-consumer recycled content” means material generated by households or by commercial, industrial and institutional facilities in their role as end-users of the product which can no longer be used for its intended purpose. This includes returns of material from the distribution chain.

“pre-consumer recycled content” means material diverted from the waste stream during a manufacturing process. Excluded is reutilisation of materials such as rework, regrind or scrap generated in a process and capable of being reclaimed within the same process that generated it.

“recovery” means the system whereby materials are diverted from the waste stream for reuse or reprocessing for use as a raw material for the manufacture of a new product.

“recyclable” packaging means reasonably able to be recovered in Australia through collection or drop-off systems and able to be reprocessed and used as a raw material for the manufacture of a new product.

“recycle” means recover the consumer packaging and use it as a raw material to produce another product.

“recycled content” is the percentage by weight or volume of pre-consumer and/or postconsumer recycled material in the raw materials used for the manufacture of a product.

“re-use” means the use of consumer packaging (including distribution packaging) for the same or similar purpose as the original purpose without subjecting the packaging to a manufacturing process that would change its physical appearance.

“signatory” means any individual, group, company, or level of government who signs the National Packaging Covenant

“toxic substance” means a substance which is poisonous or harmful to the health of living organisms.

“waste” means material not being recovered for reuse and entering the waste stream, including discharges to air and water as well as solid waste from manufacturing or treatment processes.

“waste hierarchy” is a concept that provides a framework of environmental decision making on desirable waste management options - prioritising first the avoidance of unnecessary consumption, second the reuse of product, third the recycling of the material and lastly the optimisation of its final disposal.