For the 2019 APCO Annual Report, your organisation has obtained a score of 68% for the core criteria, achieving Performance Level 4 (Leading). Six out of six recommended criteria were answered. On average, quantitative data was collected with 'Medium' accuracy.

This Performance Summary shows your organisation’s performance against the APCO Packaging Sustainability Framework. This document will not be made public by APCO - it is for your internal reporting and APCO record keeping purposes only.

CORE: All core criteria.
RECOMMENDED: All answered recommended criteria.
TOTAL: Sum of all core and answered recommended criteria.
LEADERSHIP, OUTCOMES, OPERATIONS: Core and answered recommended criteria for each category.
The APCO Packaging Sustainability Framework (the Framework) aims to provide a consistent and transparent framework for assessing and tracking packaging sustainability across organisations. The Framework consists of thirteen independent criteria that belong to three separate categories. These categories are (i) Leadership, (ii) Packaging Outcomes and (iii) Operations. The diagram above shows the different criteria included within each of these three categories.

There are two types of criteria within the Framework:
- **Core criteria** are mandatory and must be answered by all Members when completing the Annual Reporting Tool.
- **Recommended criteria** are not mandatory, but Members are encouraged to complete as many recommended criteria as possible.

Each criteria is divided into five levels of performance ranging from ‘getting started’ to ‘beyond best practice’. The Reporting Tool assigns a performance level to each criteria and overall performance levels / scores based on your organisation’s responses. The diagram above illustrates the key differences between performance levels. Please see www.packagingcovenant.org.au for more information.

### ABOUT APCO

APCO is a co-regulatory, not for profit organisation that partners with government and industry to reduce the harmful impact of packaging on the Australian environment. APCO promotes sustainable design and recycling initiatives, waste to landfill reduction activities and circular economy projects.

APCO annual reporting is a key Membership activity, providing Member organisations with a transparent method to track their packaging sustainability performance. Annual reporting also supplies APCO with valuable data and information to identify industry trends and advancements.
### Criteria 1.1 PACKAGING SUSTAINABILITY STRATEGY

**Beyond Best Practice**
A documented process in place for continuous improvement to your overall packaging sustainability strategy.

**NEXT LEVEL**

**Beyond Best Practice**
Your organisation has achieved the highest level possible within the Annual Reporting Tool for this criteria. For your organisation to maintain this level of performance, your organisation will need to show you are continuously looking for improvement opportunities, with supporting evidence.

### Criteria 1.2 CLOSED LOOP COLLABORATION

**Good Progress**
Your organisation has joined or helped to establish a collaborative closed loop initiative to address a shared problem (e.g. a problematic packaging material).

**NEXT LEVEL**

**Advanced**
Ensure that data is being collected to monitor the performance of the closed loop collaboration. Data is important for monitoring and reporting outcomes (e.g. the amount of product collected, the recycling rate, or tonnes of recycled material used in the manufacture of new products etc.)

### Criteria 1.3 CONSUMER ENGAGEMENT

**Getting Started**
Your organisation is engaging consumers through: (1) Through information on your website or other publications.

**NEXT LEVEL**

**Good Progress**
Look for opportunities to engage consumers by: (1) Applying on-pack claims or labels. (2) Applying labels that encourages active consumer engagement. (3) Designing packaging to reduce the impacts of consumption. (4) Running a marketing campaign.

### Criteria 1.4 INDUSTRY LEADERSHIP

**Advanced**
Your organisation: (1) Is investigating actions to improve packaging sustainability through collaboration and industry leadership. (2) Is involved in at least one program or initiative to improve packaging sustainability through collaboration and industry leadership. (3) Is actively engaging with peers and/or the community to promote packaging sustainability and share sustainability knowledge for non-commercial purposes.

**NEXT LEVEL**

**Leading**
(1) Get involved in a program or initiative to improve packaging sustainability through collaboration and industry leadership. (2) Look for opportunities that allow you to submit your organisation’s leadership initiative(s) for an award or other formal process for external recognition.

### OUTCOMES

#### Criteria 2.1 PACKAGING DESIGN AND PROCUREMENT

**Beyond Best Practice**
All products have had their packaging designed or reviewed using Life Cycle Assessment (LCA) or a similar life cycle tool, with supporting evidence.

**NEXT LEVEL**

**Beyond Best Practice**
Your organisation has achieved the highest level possible within the Annual Reporting Tool for this criteria. For your organisation to maintain this level of performance, your organisation will need to show you are continuously looking for improvement opportunities, with supporting evidence.
Criteria 2.2 PACKAGING MATERIAL EFFICIENCY

**Good Progress**
Your organisation has data showing that up to 20% of products have had their packaging weight reduced or optimised for material efficiency.

**Advanced**
Continue to collect data and monitor progress towards material efficiency. Aim to have data showing more than 20% of products have had their packaging weight reduced or optimised for material efficiency.

Criteria 2.3 RECYCLED AND RENEWABLE MATERIALS

**Leading**
Your organisation has data showing that more than 50% of products have packaging that incorporates recycled or renewable content or has been optimised for recycled and renewable content.

**Beyond Best Practice**
Continue to collect data and monitor progress. Aim to have data showing all of products have optimised the renewable and/or recycled content of packaging.

Criteria 2.4 POST-CONSUMER RECOVERY

**Beyond Best Practice**
Your organisation has data showing that all products have primary packaging that can be recovered through existing post-consumer recovery systems and these systems achieve the highest potential environmental value.

**Beyond Best Practice**
Your organisation has achieved the highest level possible within the Annual Reporting Tool for this criteria. For your organisation to maintain this level of performance, your organisation will need to show you are continuously looking for improvement opportunities, with supporting evidence.

Criteria 2.5 CONSUMER LABELLING

**Beyond Best Practice**
Your organisation has data showing that all products have packaging that is labelled for disposal or recovery in compliance with the principles in ISO/AS 14021.

**Beyond Best Practice**
Your organisation has achieved the highest level possible within the Annual Reporting Tool for this criteria. For your organisation to maintain this level of performance, your organisation will need to show you are continuously looking for improvement opportunities, with supporting evidence.

Criteria 2.6 PRODUCT-PACKAGING INNOVATION

**Leading**
Your organisation has data showing that more than 50% of product-packaging systems have been evaluated using Life Cycle Assessment (LCA) or similar life cycle approach to identify any remaining opportunities for innovation, and packaging outcomes have been optimised.

**Beyond Best Practice**
Continue to evaluate product-packaging systems. Aim to have data showing that all of your product-packaging systems have been evaluated using Life Cycle Assessment (LCA) or similar and packaging outcomes have been optimised.
OPERATIONS

EXISTING LEVEL

Criteria 3.1 BUSINESS TO BUSINESS PACKAGING

Getting Started
Your organisation has developed a plan or is investigating opportunities to reduce the amount of single-use business-to-business (B2B) packaging you use internally or send to business customers.

Criteria 3.2 ON-SITE WASTE DIVERSION

Leading
Your organisation has data showing more than 50% of the solid waste generated at your facilities (factories, warehouses, offices, retail stores etc.) is diverted from landfill.

Criteria 3.3 SUPPLY CHAIN INFLUENCE

Beyond Best Practice
Your organisation is engaging its supply chain by: (1) Communicating goals and guidelines. (2) Providing support to suppliers to improve their understanding of your goals and strategies. (3) Collaborating with key suppliers to share knowledge. (4) Evaluating risks and opportunities for influence. (5) Monitoring supplier compliance with packaging sustainability.

NEXT LEVEL

Good Progress
Establish a database to track your business-to-business (B2B) packaging. Aim to have data showing up to a 20% reduction in consumption of single-use B2B packaging, or that up to 20% of B2B packaging has been optimised for efficiency and reuse.

Beyond Best Practice
Investigate opportunities to divert 100% of all solid waste generated at your facilities (factories, warehouses, offices, retail stores etc.) from landfill and ensure that it is being recovered through systems that achieve the highest potential environmental value.

Beyond Best Practice
Your organisation has achieved the highest level possible within the Annual Reporting Tool for this criteria. For your organisation to maintain this level of performance, your organisation will need to show you are continuously looking for improvement opportunities, with supporting evidence.

NEXT STEPS

This Performance Summary shows your organisation’s performance against the APCO Packaging Sustainability Framework. The scores have been calculated by the Annual Reporting Tool based on the responses you provided. A full explanation is available on the the Annual Reporting Tool website under the Information section. See www.australianpackagingassessment.com.au.

Complementary to this Performance Summary, two additional reports will be produced:

ANNUAL REPORT AND ACTION PLAN: This will be your public facing document, combining your organisation’s annual reporting results and new action plan targets to document progress towards the APCO Packaging Sustainability Framework criteria.

BENCHMARKING REPORT: This is a tailored report that will be made available when all APCO Members have submitted their annual reports. The Benchmarking Report will enable you to compare your organisation’s performance against other APCO Members.

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