

The plastics sustainability initiative

Agenda for action by 2008

The New Zealand Plastics Industry promoting economically, socially & environmentally responsible Plastics

Industry Action

1. Develop and implement industry training to ensure that all plastic companies are provided with the capacity to adopt waste minimisation practises including; cleaner production, design, labelling, and recyclability.
2. Sharing waste minimisation ideas and innovations between members and making it easy for good ideas to be adopted.

Company Commitment

3. To design new products for recyclability and/or waste minimisation.
4. To label all rigid plastic products.
5. To label all printed plastic 1-6 films.
6. To educate and advise customers on product design and selection based on best sustainable development practice.

Joint Projects

7. We have a regular forum with our major customers and brand owners to develop and progress an environmental strategy for plastic product design, production and purchasing.
8. We have an annual forum with government, councils, recyclers and manufacturers to develop and progress a common strategy for plastic waste.

Targets

- A, We have simple and effective programmes in place for improving environmental performance.
- B, Where possible all our products are designed to minimise environmental impact.
- C, Sustainable design forms an important part of the decision making process for manufacturers, raw material suppliers and recyclers.
- D, Clear identification of plastics type on New Zealand produced products.
- E, Our customers are making environmentally informed decisions when purchasing plastic products.
- F, We have assessed New Zealand's plastic waste stream and established which plastics should be collected for recycling.
- G, We have set and met waste minimisation targets and a process for measuring improvement.
- H, Our recovered plastics all have defined sustainable markets.
- I, Importers, retailers and brand owners are requesting plastics identification on all products.
- J, Our stakeholders; including territorial authorities, government, customers, and the public have a better understanding and contribute to industry sustainability initiatives.



The logo for Plastics New Zealand features a stylized blue swoosh above the word "PLASTICS" in large, bold, black capital letters. Below "PLASTICS" is the text "NEW ZEALAND" in smaller, blue capital letters.

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