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Annual Report 2022





Product Stewardship Centre of Excellence



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The Product Stewardship Centre of Excellence was established in December 2020 by a consortium of UTS Institute for Sustainable Futures, the Australian Industry Group and Cox Inall dentsu in partnership with the Australian Government through The Department of Climate Change, Energy, the Environment and Water. It was established with the assistance of a grant through the National Product Stewardship Investment Fund.

Message from the Minister

At its heart, product stewardship is about responsibility. It's about all of us – everyone who designs, produces, imports, sells, uses and ultimately disposes of products – taking responsibility for recycling and reducing the environmental impacts of the goods we produce and consume.

That begins right at the start of the production process. More than seventy percent of a product's environmental impact is locked in at the design stage, before a customer ever looks at it. We need to get things right when we're designing products, to make sure they're built to be reused and recycled, not just thrown out.

We know that our current way of doing things is not sustainable.

This is why the Product Stewardship Centre of Excellence is so important. The Centre is encouraging more industries and firms to take responsibility for the impact of products across their entire life cycle. This involves directly working with product stewardship schemes to mentor, educate and guide these programs, while offering research and hands on design expertise.

The Centre's Product Stewardship Excellence Awards have also played an important role in recognising and celebrating leading organisations that are forging ahead on taking responsibility for their products across supply chains.

We've seen many of these schemes operating nationally, including the Oil Stewardship Program, the National Television and Recycling Scheme, MobileMuster, Paintback, drumMuster, and state container deposit schemes. These are real-world stewardship schemes that are tackling the waste challenge head-on.



The Centre's team is working closely and productively with the Department of Climate Change, Energy, the Environment and Water on policies and programs, and I look forward to an ongoing partnership.

In October 2022, all the country's environment ministers agreed unanimously that we would work with the private sector and industry to design out waste and pollution, keep materials in use, and foster markets to achieve a circular economy by 2030.

Implementing the circular economy is going to require new systems, new techniques and new equipment. It's going to take time, and productive conversations, and a shift in the way we all think about goods and the economy.

But when you get down to it, product stewardship and the circular economy rest on a simple idea: that we should always try to wring the full life out of our resources, whenever and wherever we can. Every bit of rubbish that ends up in landfill is a missed opportunity.

The Product Stewardship Centre of Excellence is a wonderful ally and resource in this fight – helping industry take up the mantle of product stewardship, and to do it efficiently and effectively.

Tanyafliber

The Hon Tanya Plibersek MP Minister for Environment and Water

Message from Centre Directors

This year's Annual Report tells a story of ongoing innovation and action on product stewardship in Australia.

We are delighted to share the second Annual Report of the Product Stewardship Centre of Excellence. The last 12 months have been a very positive and productive year for the Centre in furthering the adoption of product stewardship principles into business by supporting, mentoring, and educating stakeholders across product and material supply chains.

We are seeing significant progress in the design and trialling of new initiatives supported through the Australian Government's National Product Stewardship Investment Fund. We have also observed the challenges and complexities as businesses seek to work cooperatively to deliver collaborative solutions which address the environmental and social impacts of their products across various life-cycle stages, from design and production, through consumption, and post-consumption.

Highlights of the year include our popular and engaging webinars. This bi-monthly series features professionals and organisations directly involved in the policy, regulation, and implementation of product stewardship in Australia. Representatives from business, government and industry associations have generously shared their time, knowledge, and experiences in developing and implementing real-world product stewardship initiatives and policies. The webinars have covered a diverse range of topics and themes, including how to work with local government, financing stewardship initiatives, the art of logistics, ACCC authorisation requirements, and the management of chemicals of concern in products and materials.



The Centre's freely accessible online library of white papers, practice notes and case-studies to further build knowledge and capability continued to expand. Several new cases-studies featuring product stewardship solutions by individual businesses, brands and collective schemes were also published.

Our specialist team continues to guide and support businesses, associations, product stewardship organisations, as well as existing and emerging initiatives as they engaged with stakeholders, explored governance models, developed financial models, and applied for government accreditation. The Centre's strong transdisciplinary approach combined with its external specialist advisers has provided the necessary knowledge and expertise demanded by stakeholders.

The Centre has also continued to support and provide independent advice to the Australian Government's Department of Climate Change, Energy, the Environment and Water as it builds and implements its product stewardship program and policies.

In addition, we brought together local government and their peak state and territory associations, with emerging product stewardship initiatives to help ensure that local government requirements and expectations are considered and built into new schemes. This is a particularly important area of activity for the Centre, with a continuing focus on how to improve the delivery of product stewardship solutions in regional locations. To improve the understanding of the benefits and effectiveness of product stewardship across Australia, the Centre's consortium member, the UTS Institute for Sustainable Futures, has led the first comprehensive evaluation of product stewardship activities in Australia with the support of the Centre's team including Dentsu and the Australian Industry Group.

This extensive research funded by the Australian Government compiled and analysed publicly reported environmental, social, and economic performance data of nearly 100 current and emerging product stewardship initiatives surveyed over 600 business, 1000 consumers, nearly 100 local councils and interviewed around 60 local and international steward actors and experts.

The environmental benefits provided by product stewardship are substantial spanning used refrigerant gases, machine lubricants, televisions, computers, mobile phones, printer cartridges, tyres, beverage, paint, and agricultural and veterinary chemical containers to phasing out microbeads in cosmetics and banning of problematic single use plastics. These initiatives represent a very practical approach to transforming circular economy principles into real-world outcomes.

The initial output of this project, the Product Stewardship Gateway, an online resource of current and emerging product stewardship, has just been launched and is accessible at https://gateway.stewardshipexcellence. com.au/.

The research also found that regulation of collective schemes can play a very important role in achieving a high level of industry participation and investment required to successfully address the environmental and human health impacts of their products. It was also found that good governance, the use of financial incentives and penalties and substantial investment in marketing were also significant factors in determining the success and scale of environmental and social benefits delivered. This research represents a foundational body of work that will inform and improve the policy and practice of product stewardship in Australia on an ongoing basis. Finally, to celebrate and recognise the product stewardship achievements of businesses and other organisations, the Centre held the second Annual Product Stewardship Excellence Awards live in Sydney. Congratulations to our category award winners – Return and Earn NSW, Dulux Trade, Fairview, Remondis Australia and BioPak, for their exemplary efforts and achievements. A noteworthy accolade was also bestowed on Rebecca Brown from the Western Australia Local Government Association, as our 2022 Product Stewardship Champion,

The Centre plans to launch new initiatives for 2023 including an e-learning training hub for product stewardship professionals and other stakeholders eager to undertake continuing professional development. We will continue to provide mentoring support, online resources, networking, and research to enable, guide and activate organisations, businesses, and governments along the product stewardship excellence pathway.

Genuine collaboration is essential and we look forward to what 2023 will bring in partnership with many other proactive organisations focused on reducing the environmental and human health impacts of products. We trust this Annual Report provides a useful summary of the Centre's achievements and activities during 2022.

We are focused and excited to further elevate the role, value, and application of product stewardship in 2023, and believe the Centre's ongoing program will continue to be an influential and enabling contributor to positive environment, social and economic impacts.

Rose Read, John Gertsakis, Damien Giurco, Louise McGrath, Tim Powell

Centre Directors

State of Play



Australian Government Accredited Product Stewardship Scheme

2022 ACTIVITY

- 83 collective schemes and individual business initiatives currently operating
- 16 collective schemes in development
- 31 product or material classes covered by product stewardship initiatives
- Two industry-led voluntary initiatives accredited by the Australian Government
- Government announced plans to develop a regulatory product stewardship scheme for solar panels and household electronics

2020 ENVIRONMENTAL BENEFITS

- **19** initiatives collected more than **336,000** tonnes of waste televisions, computers, mobile phones, machine lubricants, printer cartridges, tyres, beverage, paint, and agricultural and veterinary chemical containers for recycling
- 33 initiatives have established over 12,000 collection and drop off points.¹

The 2022 Product Stewardship State of Play in Australia expands on last year's evaluation by including individual business initiatives in addition to existing and emerging collective schemes, as well as new information from the recent comprehensive evaluation of the benefits and effectiveness of product stewardship by UTS-ISF together with the Centre².

The individual business initiatives included in this year's review were selected because they were businesses that are championing product stewardship action beyond their membership of an industry-wide collective scheme and are publicly reporting their actions and outcomes. The list of businesses chosen for review is by no means exhaustive nor representative of all product classes or industries. The intention of including individual business action is to investigate the breadth and diversity of product stewardship activity by businesses across product and material classes, and life-cycle stages.

Information about all initiatives considered in this review, including annual data on their environmental, social and economic outcomes, is available on the recently launched Product Stewardship Gateway (gateway. stewardshipexcellence.com.au) a joint initiative between the Department of Climate Change, Energy, the Environment and Water, UTS Institute for Sustainable Futures and the Product Stewardship Centre of Excellence.

1

State of Play of product stewardship in Australia published by the Product Stewardship Centre of Excellence in the Annual Report 2021, available:

https://stewardshipexcellence.com.au/wp-content/uploads/2021/12/CIC_107058_COE-Annual-Report-2021_12.pdf

² https://stewardshipexcellence.com.au/news/media-release-comprehensive-online-tool-will-inform-and-improve-product-stewardship-action-in-australia/

Number and type of product stewardship initiatives

The review examined 106 product stewardship initiatives including 99 initiatives that are currently active, or in different stages of planning, plus a further seven initiatives that are no longer operational (including two co-regulatory arrangements under the National Television and Computer Recycling Scheme). Refer to *Table 1* for a breakdown of the number and type of initiatives. Just over half are collective schemes (59) the balance (47) being individual business initiatives. The majority of initiatives operate nationally and 88 of them are led voluntarily by industry. There are also 8 container deposit schemes in operation or development at a state or territory level.

Twenty-four (24) initiatives commenced development from early 2021 with support from the Australian Government through the *National Product Stewardship Investment Fund* (NPSIF). These initiatives aim to design and establish new collective schemes or expand the scope of existing ones. Two of which, B-cycle and an expanded MobileMuster, are now operational.

Two new initiatives were accredited by the Commonwealth Government in 2022, Fairview Ecoloop and NEPM-APCO, bringing the total number of accreditation initiatives to six.

Table 1. Product stewardship activity in Australia

	Total stewardship initiatives	Collective Schemes	Individual Business Initiatives	Voluntary	Regulated
Total number of initiatives	106*	59	47	88	18**
Operational	83	37	46	69	14
Planning	16	16	-	14	2
Government accredited	6	5	1	5***	1***
Initiatives supported by NPSIF	24	24	-	24	-

Note: The total count includes initiatives that are no longer operational.

* 7 initiatives are no longer operational; this includes six collective schemes and one individual business initiative. Of the 7 no longer operational, five were voluntary initiatives and two were regulated schemes

** Includes 8 Commonwealth Government regulated initiatives i.e., Oil, Refrigerant Reclaim Australia, NEPM Used Packaging and 5 individual approved arrangements under the NTCRS and 8 state and territory government regulated container deposit initiatives.

*** There are 6 government-accredited voluntary, industry-led initiatives: B-cycle, Big Bag Recovery, Fairview Ecoloop, MobileMuster, and Tyre Stewardship Australia. NEPM-APCO which is a co-regulatory initiative is also accredited government accredited.

Activity by product and material class

As shown in *Figure 1* the current scope of activity is now spread across thirty one (31) product and material classes which is up from 19 in 2021. This difference is largely attributed to extending the analysis to include individual business initiatives.

Just over a third of all initiatives examined are addressing issues associated with five product/material classes – packaging (28) and electrical/ electronic (17) clothing textiles (9), furniture (6) and plastics (4). The notable product gap is photovoltaic systems, which has now been listed by the Australian Government for a regulatory scheme.

Figure 1. Number of product stewardship initiatives by product and material class



Product class in focus	Type and number of initiatives	Example initiatives	
Packaging	Collective: 15 schemes Business: 11 initiatives	Collective: NEPM – APCO Business: Australia Post product stewardship initiative	
Electrical and electronic products	Collective: 8 schemes Business: 7 initiatives	Collective: MobileMuster Business: Apple product stewardship initiatives	
Plastics (including single-use plastics, plastics for agriculture, plastic oil containers and plastic pipes)	Collective: 7 schemes Business: 1 initiative	Collective: Big Bag Recovery Business: Good Citizens product stewardship initiatives	
Clothing textiles	Collective: 1 scheme Business: 7 initiatives	Collective: National Clothing Product Stewardship Scheme Business: Rip Curl wetsuit takeback and recycling program	
Building materials	Business: 4 initiatives	Business: Fairview Ecoloop product stewardship	
Furniture	Collective: 2 schemes Business: 4 initiatives	Collective: Recycling commercial furniture Business: IKEA product stewardship initiatives	

 Table 2. Top six product classes by number of collective and business initiatives

While there are similarities in the number and type of initiatives by product and material scope for collective schemes and individual business initiatives (especially in packaging and electrical and electronic products) there are many more collective schemes focussed on plastics. Whereas individual business initiatives bring a noteworthy focus on clothing textiles, furniture and building materials. Specific examples of collective and individual business initiatives by product class are provided in *Table 2*.

Activity by life-cycle stage

The objectives of product stewardship initiatives, and their activities across product and material life-cycles are wide ranging. A typology of actions across the life-cycle stages is presented in *Figure 2*.





Figure 3. Product stewardship activity by life-cycle stage and number of initiatives



Collective schemes

Business initiatives

Note: The inner circle represents the number of initiatives addressing life-cycle actions at the production, consumption, and post-consumption stages, whereas the outer circle represents the number of initiatives at each life-cycle stage. Since initiatives target more than one life-cycle action and stage, the total counts are higher than the total number of collective schemes and business initiatives.

Only one-third of initiatives reviewed (i.e., 33 out of 106) are undertaking actions across all three life-cycle stages. Most collective schemes focus their effort solely on the post-consumption stage i.e. recovering materials and providing take-back services. This includes all of the emerging initiatives currently funded by the Australian Government.

However, in contrast many individual business initiatives focus on the production and consumption stages, in particular better material choices, designing better products or packaging to reduce environmental and human health impacts, providing reusable packaging and information to consumers on how improve product performance and extend product life (*Figure 3*). This highlights the important role individual business initiatives play in driving innovation in product and packaging design and new business models to avoid waste. As well as the potential for collective schemes to expand their activities up the product life-cycle to the design, production and consumption stages which can prevent and reduce waste generation in the first place.

It also highlights where future government investment, regulatory and procurement activity should be directed to enable initiatives that focus on product design, material selection, durability, repairability and reuse actions that avoid and reduce waste generation.

Figure 3 presents the number of collective schemes and individual business initiatives active in each stage of the product life-cycle.

Figure 4. Minister's Priority Lists from 2013-14 to 2022-23

2013-14	2014-15	2015-16	2016-17	2017-18	2020-21	2021-22	2022-23
Waste arc	Waste architectural and decorative paint						
End-of-life handheld batteries (less than 2kg in weight)'	End-of-life han (less than 5l	dheld batteries kg in weight)		Batteries (all)			
	Packaging (and subsets of packaging such as consumer packaging and beverage packaging)						
End-of-life air with small g							
End-of-life ru with small g							
			Plastic microb	beads and products co	ontaining them		
					Photovoltaic systems		
			Electrical and electronic products				
					Oil containers		
						Child car seats	
						Clothing	textiles
							d unnecessary e plastics
							Mattresses
							Plastics in health-care products
							End-of-life tyres

*No Minister's Priority List was tabled in Parliament or published in 2018-19 or 2019-20.

Minister's Priority List

The Minister for the Environment and Water publishes a Priority List annually and names products and materials that need urgent product stewardship action. Three new products classes were added to the Minister's Priority List in 2022-23: mattresses, plastics in health-care products and end-of-life tyres. No products have been removed. Electrical and electronic products, and photovoltaic (PV) systems and plastic oil containers have been on the list since 2016-17 (i.e., for six years). *Figure 4* shows the product classes that have been listed since 2013-14. As part of the listing process, the Minister is required to include recommended actions and timeframes for action by industry. For mattresses, as there is an existing initiative run by the Australian Bedding Stewardship Council, the Minister requires that there is an increase in industry participation in the existing voluntary scheme and an expansion in scope to include additional products such as bases, pillows and toppers. Likewise, for end-of-life tyres, where there is also an existing initiative run by Tyre Stewardship Australia, the Minister requires that the existing initiative *"strengthen[s] industry-led product stewardship action for tyres"*.

Plastics in health-care products has four actions: to identify data for collection, develop a nation-wide scheme, develop solutions to remove toxins and contaminants from health-care plastics, and assess future scope.

In the case of photovoltaic systems and electrical and electronic systems which have been on the list since 2016-17, the Australian Government does not consider there to has been sufficient progress and recently announced its intention to regulate photovoltaic systems (including solar panels) and household electronics at the Environment Ministers Meeting (21 October 2022).

The need to proactively manage and monitor the Minister's Priority List with a view to achieving timely outcomes and measurable impacts will serve to ensure that the List has the greatest effect on achieving reform and action by businesses.

This was also the first year the public was invited to nominate products to be considered for the Minister's Priority List, providing a more transparent and inclusive method for identifying products and industries where a stronger stewardship approach can or should be applied. The 'public' process also acts as a vehicle to test industry appetite and community expectations about products that are a cause of environmental and/or human health concern.

Conclusion

The Centre's evaluation shows there are significant opportunities for existing initiatives to increase resource recovery, design out waste and pollution from products and decarbonise while also increasing durability, repairability and reuse. These are foundational activities that will contribute to the circular economy and align with the waste hierarchy to avoid, reduce and reuse. Such actions will also contribute to achieving the National Waste Policy Action Plan targets of a 10% reduction in waste generation, 80% resource recovery by 2030 and significantly increase the use of recycled content by governments and industry.

It is also clear from the Centre's research and evaluation that targeted measures are essential to accelerating environmental and social benefits that can be delivered through product stewardship. Specific examples of such measures include:

- government support either through grants and/or co-investment to design and establish initiatives;
- accreditation to enhance credibility and transparency of initiatives; and
- maximising the procurement of sustainable products and services by all levels of government and the private sector.

In short, the State of Play for 2022 provides valuable insights that will serve to improve and expand existing schemes, inform and bolster emerging schemes, and learn more about the ongoing development and growth of individual business initiatives.

Product Stewardship Excellence Awards

The breadth and quality of entrants combined with the depth of innovation in this year's Product Stewardship Excellence Awards demonstrates the substantial progress being made to mainstream product stewardship and deliver the associated social, environmental and economic for Australia.

The Product Stewardship Excellence Awards recognise achievements across stewardship outcomes for collective schemes and individual businesses, the use of digital technology and reductions in greenhouse gas emissions.

Aligned with the spirit of the awards, the trophies were designed and fabricated by an exceptional team of designers and innovators from DEFY Design in Sydney. A comprehensive trophy design brief underpinned by sustainable product design principles resulted in a transformative approach to awards recognition and celebration.



There were six categories judged by a panel of national and international experts from across industry, government, research and stewardship organisations, chaired by Product Stewardship Centre of Excellence director Professor Damien Giurco. The Centre appreciates the expert advice generously provided by Dr Brandon Gien, the Chief Executive Officer of Good Design Australia.



The winners and highly commended:

Best Stewardship Outcomes – Collective Scheme

Winner: Return and Earn NSW Container Deposit Scheme

Return and Earn has demonstrated strong stewardship outcomes for the community and environment. Judges noted a commendable use of data around engagement and participation including via an Impact Calculator to help users understand the positive impact of their involvement in the scheme. Social and economic outcomes were well-evidenced, and consultation is currently underway to expand the scheme to include glass wine and spirit bottles.

Best Stewardship Outcomes – Individual Business or Brand (Large companies 200 + employees)

Winner: Dulux Trade

Dulux has developed an initiative to encourage the return of used 15L paint pails then recycling them into durable new paint pots and roller trays to sell back through their trade and retail channels. Judges thought the circular nature of Dulux's application and the linking of the program to their core business was unique. They were also impressed with Dulux's performance on social outcomes, creating jobs and manufacturing new products in Australia.

Best Stewardship Outcomes – Individual Business or Brand (SMEs < 199 employees)

Winner: Fairview

Fairview's Ecoloop is a recycling solution for aluminium composite panel cladding aimed at diverting 100% of waste from landfill as part of a national replacement of non-compliant cladding. Judges were inspired by the complete circular nature of their program, and its successes in ensuring that each component of the separated materials were further utilised, namely aluminium, polyethylene, ferrous metals, mixed residuals. They also noted that the program has considerable potential to be scaled.

Commendation: SVC Products Pty Ltd

SVC Products is a Victorian precast concrete manufacturing business who have actively collaborated with external partners to develop and refine products for improved stewardship outcomes and environmental benefits.

Excellence in Design for Product Stewardship

Judges did not award a winner in this category.

Excellence in Digitalisation for Product Stewardship

Winner: REMONDIS Australia

Judges were impressed by the level of innovation demonstrated across this category, making this a very difficult category to decide upon. They determined that the Remondis Product Stewardship Tracking App was worthy of the award, as their digital information had considerable capacity to reduce contamination. Particularly, Remondis' bespoke digital application enables them to track every collection from transfer stations in Queensland and Victoria and supports the effectiveness of their collection contract with Paintback.

Commendation: Global GreenTag International Pty Ltd

Global GreenTag currently certify over 16,000 products for over 230 manufacturers with factories in over 22 countries and the data from their platform supports the wider adoption of product stewardship.

Excellence in Emissions Reduction through Product Stewardship

Winner: BioPak

BioPak's product stewardship initiative, Compost Connect, seeks to close the loop on compostable packaging and divert food waste from landfill, connecting businesses with composters to turn these resources into composted soil. Judges were impressed with BioPak's approach to the design of its compostable packaging and to reducing methane emissions relative to food waste going to landfill, whilst cycling nutrients via compost. Judges noted that the application emphasised the need for a national, consistent approach to compostable packaging and food recovery.

PRODUCT STEWARDSHIP CHAMPION OF THE YEAR

The Product Stewardship Champion of the Year award is bestowed by the directors of the Product Stewardship Centre of Excellence, to recognise an Australian individual or team who has had a singular impact in driving stewardship forward in Australia.



Rebecca Brown, Manager, Waste and Environment, Western Australian Local Government Association was named the Product Stewardship Champion of the Year Award for 2022.

Rebecca has devoted much of her professional life to waste reduction and environmental management in local government. She has been a forthright and constructive advocate always focused on outcomes and impact, and her efforts and influence have extended nationally.

In her role as Manager of Waste and Environment with the Western Australian Local Government Association (WALGA), she has proactively elevated local government as an essential stakeholder, partner and provider in several product stewardship and EPR schemes.

Rebecca understands the fundamental purpose, role and value of product stewardship and the need for manufacturers, brands and retailers to play a stronger role in taking responsibility for the products they place on the market.



The Product Stewardship Centre of Excellence thanks Ecycle Solutions, MobileMuster and Veolia for their generous sponsorship of the 2022 Product Stewardship Excellence Awards.

Centre Activities

The Centre conducted a wealth of activities over 2022. These have occurred across the following categories and are noted in the timeline below:



Resources

Research and Advisory Services

0



Team

UTS Institute for Sustainable Futures

Rose Read, Director and adjunct professor John Gertsakis, Director and adjunct professor Professor Damien Giurco, Director Dr Nick Florin, Principal Adviser Dr Taylor Brydges, Senior Adviser Dr Rachael Wakefield-Rann, Adviser Dr Simran Talwar, Adviser Rupert Legg, Adviser

Australian Industry Group

Louise McGrath, Director Tennant Reed, Principal Adviser Rachael Wilkinson, Senior Adviser (left July 2022) Molly Knox, Adviser Andrew Campbell, Adviser

Dentsu

Tim Powell, Director Communications Reagan Ruppell, Adviser

Specialist Advisers

Advisers were drawn from the following organisations on an as-needs basis:
Bestrane
Clean Up Australia
Design Institute of Australia
Equilibrium
Future Industries Institute (UniSA)
Good Design Australia
King & Wood Mallesons
Monash University Design / Blue Sky Creative
RPS Group
Empauer
ThinkNewsBrands
Uplift Consulting
Verus
WSP Digital
Resources available online

Please visit our website

www.stewardshipexcellence.com.au

to access our resources including:

- webinars
- white papers
- practice notes and case studies
- list of schemes, initiatives and programs.

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