

Effectiveness of Product Stewardship

Product Stewardship Gateway Launch

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ACKNOWLEDGEMENT OF COUNTRY

We acknowledge the Traditional Owners of Country throughout Australia and recognise their continuing connection to land, waters and community. I also wish to acknowledge the Taungurung and Jaithmathang people, whose ancestral lands I am talking to you from today in the heart of the Victorian High Country, and pay respects to elders past and present and also acknowledge elders right across our continent as custodians of knowledge and stewards for country.



PRODUCT STEWARDSHIP BENEFITS & EFFECTIVENESS



Project overview

- First comprehensive evaluation of the benefits and effectiveness of product stewardship activity in Australia
- It supports the National Waste Policy Action Plan 2019 Action 3.3:

to evaluate the effectiveness of product stewardship and extended producer responsibility activities across the country, to help inform future efforts

- **Effectiveness** is defined by how well product stewardship initiatives meet their objectives to minimise environmental and human health impacts of products and materials throughout the whole lifecycle

Project overview

The assessment of the benefits and effectiveness used two new data sets:

1. publicly reported environmental, social and economic performance data for ~100 product stewardship initiatives
2. surveys and interviews conducted with businesses (n=600), consumers (n=1000), local government, product stewardship actors and experts to assess awareness and engagement

Main outputs



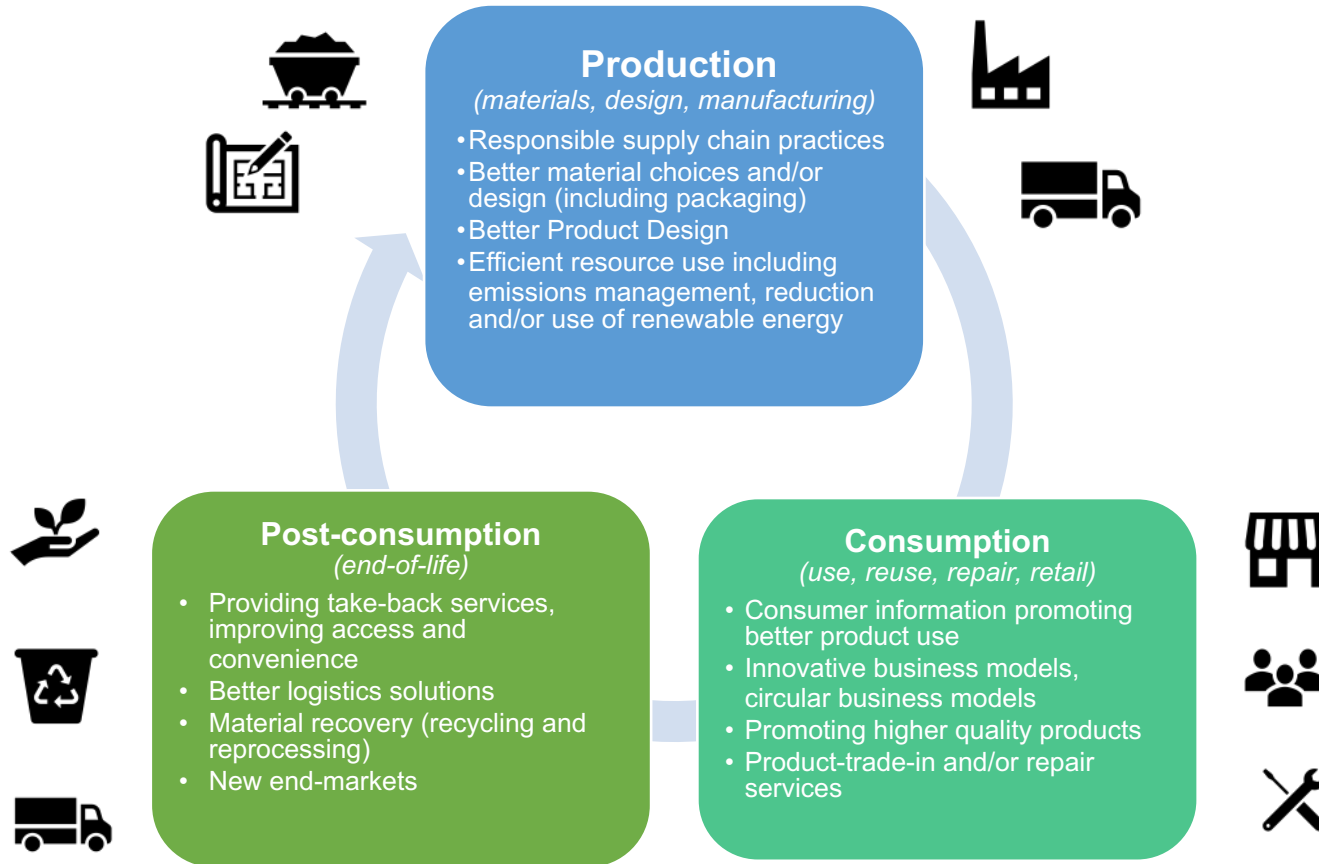
- The Product Stewardship Gateway



- Reporting on the effectiveness of product stewardship initiatives, opportunities to improve effectiveness (March 2023)

Product stewardship action across all lifecycle stages

Producers, manufacturers, brands, importers and retailers have primary responsibility

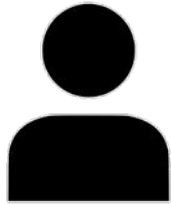


Types of product stewardship initiatives



Collective schemes (n=59)

Collective schemes involve a group of businesses, often led by a product stewardship organisation (PSO) or industry collective, address industry-wide challenges. May be regulated (i.e. mandatory, co-regulatory) or voluntary (some government accredited)



Individual business initiatives (n=47)

Individual business initiatives are often managed internally and may involve other supply chain actors. Business initiatives extend beyond a business' participation in collective schemes, focus on circular design, repair and reuse, sharing and/or take-back





Gateway showcase

Product Stewardship Gateway

What

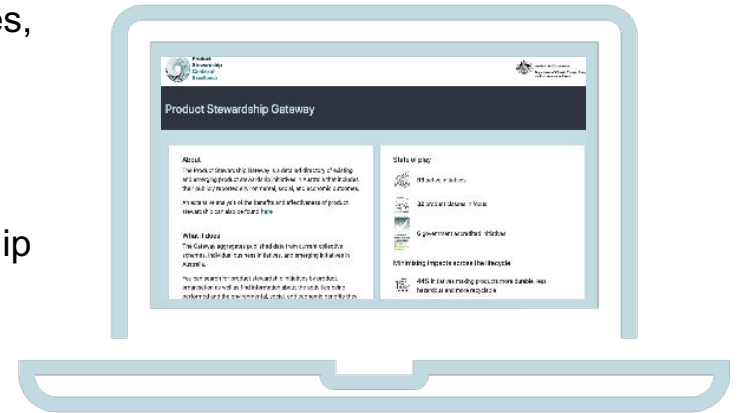
Database of existing and emerging product stewardship initiatives (100+) capturing publicly reported data on objectives, activities and environmental, social & economic benefits

Why

- Understand benefits of product stewardship
- Increase awareness and knowledge of product stewardship activity
- Evaluate effectiveness
- Identify opportunities to learn and improve

Primary audience

- Government (at all levels)
- Manufacturers, brands, importers, retailers
- Product stewardship organisations and service providers
- Researchers





Gateway showcase



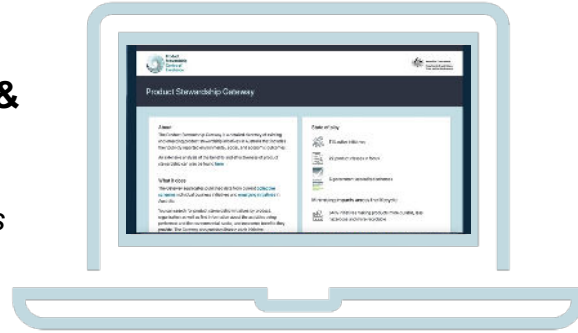
Evaluating Effectiveness

Evaluating effectiveness

Effectiveness is defined by how well product stewardship initiatives meet their objectives to minimise environmental and human health impacts of products and materials throughout the whole life

Environmental, social & economic benefits

~ 100 collective schemes & individual business initiatives



Stakeholder awareness & engagement

600+ businesses, 1000+ consumers, 89 local councils, 60 actors and experts surveyed and interviewed



Evaluation of effectiveness & opportunities

Success factors for effective stewardship

SUCCESS FACTORS	REGULATED INITIATIVES	VOLUNTARY INITIATIVES
High industry investment and participation ensuring equitable cost sharing, usually requiring regulation	NTCRS <i>Co-regulation ensures majority participation with penalties for non-participation</i>	Paintback <i>90% of all A&D paint market</i>
Good governance with clearly defined roles and responsibilities, transparency through public reporting	Return & Earn – NSW <i>Clear delineation in roles/responsibilities of scheme coordinator, network operators, interaction with LGs</i>	Tyre Scheme <i>Strong governance model, clear definition of roles, government accredited & ACCC authorised</i>
Objectives are clearly defined , with measurable environmental, social, economic performance indicators	NTCRS <i>Co-regulation rule clearly defines objectives w/ measurable annual performance targets</i>	B-Cycle (Battery Stewardship Scheme) <i>Clearly defined objective and measurable outcomes</i>
Financial incentives to drive behaviour change along the value / supply chain	Return & Earn – NSW <i>Rebate provided to consumers and handling fee for collection and sorting</i>	IKEA furniture buy-back <i>Consumers receive refund for eligible used furniture promoting reuse</i>
Effective marketing leading to high awareness and user-participation	Return & Earn – NSW <i>Investment in marketing with high consumer awareness & engagement high</i>	MobileMuster <i>Investment in marketing with medium/high awareness</i>



Recommendations



Rec 1: Improve effectiveness of existing product stewardship initiatives

Findings: Several initiatives not achieving full potential benefits due to low industry participation, poor user awareness and participation, limited service coverage in regional and remote areas and/or lack of financial incentives. Inconsistent data collection and reporting.

WHAT	<ul style="list-style-type: none">✓ Leverage current regulatory frameworks (e.g. NTCRS, NEPM Used Packaging) including the accreditation process✓ Schemes/business invest more in marketing, introduce financial incentives, improve data collection
ACTIONS	<p>Commonwealth Government</p> <ul style="list-style-type: none">• Increase number of accredited initiatives & leverage accreditation to clarify objectives and reporting on benefits, participation, awareness and accessibility• Implement NTCRS and NEPM review recommendations <p>Product Stewardship Centre of Excellence & Commonwealth Government:</p> <ul style="list-style-type: none">• Develop a national product stewardship standard for performance data collection and reporting

Rec 2: Implement regulatory and non-regulatory approaches to effectively address low industry participation and Investment (i.e. free-rider issues)

Findings: *Low industry participation and investment undermining effectiveness of existing collective schemes and the establishment of emerging collective schemes*

WHAT	✓ Implement regulatory and non-regulatory approaches to effectively address industry free-rider issues for existing and emerging collective schemes
ACTIONS	<p><i>Commonwealth, State and Territory Governments</i></p> <ul style="list-style-type: none">• Use RAWR Act and relevant state/territory Acts to require industry participation and to phase out / ban hazardous materials, chemicals of concern <p><i>Local, State, Territory and Commonwealth Government:</i></p> <ul style="list-style-type: none">• Use minister's priority list, access to government incentives (e.g. for PV systems), government procurement i.e. preferred status to new markets tender opportunities, trade agreements to incentivise industry participation in collective schemes

Rec 3: Support the design and establishment of new and emerging initiatives

Findings: Government support has accelerated the design of new initiatives; emerging initiatives moving into establishment phase need business, industry and government support to ensure timely implementation

WHAT	✓ Provide financial, regulatory and specialist advice to support design and establishment of new and emerging initiatives
ACTIONS	<p>Commonwealth Government and Industry</p> <ul style="list-style-type: none">• Grant funding to design new initiatives aligned with MPL, design, repair and reuse;• Establish a product stewardship co-investment fund to facilitate the establishment of emerging product stewardship initiatives, e.g., based on model like Clean Energy finance Corporation

Rec 4: Increase product stewardship action at production and consumption to enable a circular economy

Findings: Many initiatives activities are focussed on post consumption stage, delivering resource recovery outcomes; sustainable product and packaging design can support waste reduction and avoidance

WHAT	✓ Increase the focus on production and consumption activities with a priority on building products, clothing textiles, floor coverings; commercial, office and household furniture; and household electrical and electronic products
ACTIONS	Commonwealth Government, collective schemes, businesses, and consumer NGOs <ul style="list-style-type: none">• co-develop, pilot and implement product reparability and durability labelling, product standards and a national reparability index

Rec 5: Improve businesses, industry associations and local government knowledge and adoption

Findings: *Businesses are not engaging in product stewardship activities due to lack of knowledge and resources; local government understanding of product stewardship action is limited to post-consumption product lifecycle*

WHAT	✓ Provide easily accessible education, training, masterclasses and professional development on product stewardship principles and practices for businesses, industry associations and local government
ACTIONS	<i>Product Stewardship Centre of Excellence & Commonwealth Government</i> <ul style="list-style-type: none">• Establish online professional training hub• Provide targeted training to local government staff on how procurement can drive product stewardship at the design / production and consumption lifecycle stages



THANK YOU

Q&A and Feedback



Got a Question? Please post in Q&A



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