


Product Stewardship Effectiveness



**Product
Stewardship
Centre of
Excellence**

Webinar, 13 July 2023

www.stewardshipexcellence.com.au

 Product Stewardship Centre of Excellence

 @stewardshipAU

Today's speakers



Dr Nick Florin
Research Director ISF, UTS
Director, PSCoE



Lina Goodman, CEO
Tyre Stewardship Australia





Product Stewardship Effectiveness

Findings from Product Stewardship Benefits and Effectiveness study

13th July 2023



ACKNOWLEDGEMENT OF COUNTRY

I acknowledge the Traditional Owners of Country throughout Australia and recognise their continuing connection to land, water and community. Today I am talking to you from the ancestral lands of the Gadigal people of the Eora Nation. I pay respects to elders past and emerging and recognise elders as holders of knowledge and stewards for country.

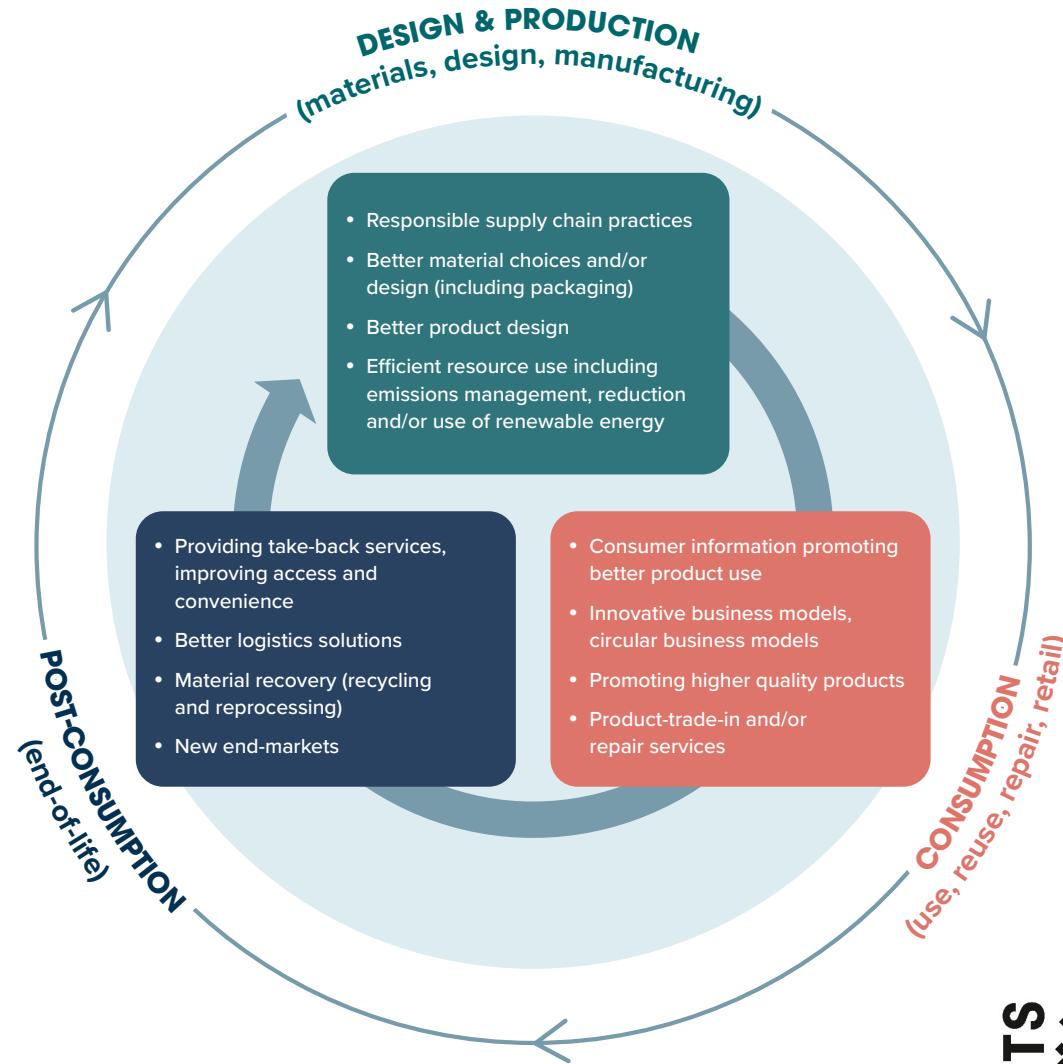
PROJECT OVERVIEW

- First comprehensive evaluation 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

ACTIVITIES ACROSS THE PRODUCT LIFE-CYCLE

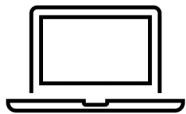


RESEARCH METHOD

The evaluation involved the compilation and analysis of 5 new data sets:

1. Analysis of publicly reported environmental, social and economic performance data (the 'benefits') for ~106 product stewardship initiatives
 2. Surveys of 601 Australian businesses
 3. Survey of 1001 Australian residents
 4. Survey of 89 local governments
 5. Interviews with 60 product stewardship actors or experts
- * Complete data set for ~ 25 initiatives*

Outputs



The Product Stewardship Gateway <https://gateway.stewardshipexcellence.com.au/>



Summary report / five data reports <https://stewardshipexcellence.com.au/resources/#benefits>

FIVE CHARACTERISTICS OF EFFECTIVE PRODUCT STEWARDSHIP

Essential characteristic

1. **High levels of industry or business investment and participation is essential** — Ensuring equitable cost sharing, usually requires regulation

Additional characteristics

2. **Clearly defined objectives**— Measurable environmental, social, and economic performance indicators demonstrate benefits and allow for continual assessment of the effectiveness
3. **Good governance**—This includes defined roles and responsibilities and ensures transparency through public reporting
4. **Use of financial incentives**—to drive behaviour change of businesses, consumers, repairers, collectors, sorters, and recyclers
5. **Effective and targeted marketing**—leading to high awareness and increased consumer and business participation

ALIGNMENT WITH EFFECTIVENESS CHARACTERISTICS

CHARACTERISTICS	REGULATED INITIATIVES examples	VOLUNTARY INITIATIVES examples
<p>High industry investment and participation ensuring equitable cost sharing, usually req. regulation</p>	<p>Oil, CDS, NTCRS Co-regulation ensures majority participation with penalties for non-participation</p>	<p>Paintback, MobileMuster >=90% of market</p>
<p>Good governance with clearly defined roles and responsibilities, transparency through public reporting</p>	<p>Oil, CDS, NTCRS Clear delineation in roles/responsibilities of scheme coord., network operators, co-reg arrangements, LGs interaction</p>	<p>Tyre Stewardship Scheme, Paintback Strong governance model, clear definition of roles, accredited & ACCC authorised</p>
<p>Objectives are clearly defined with measurable performance indicators</p>	<p>Oil, CDS, NTCRS Clearly defined objectives w/ measurable annual performance targets/indicators</p>	<p>B-Cycle Clearly defined objective & measurable outcomes</p>
<p>Financial incentives to drive behaviour change along the value / supply chain</p>	<p>Oil, CDS Rebate provided to consumers and handling fee for collection and sorting, recyclers for quality of recovered oil</p>	<p>IKEA furniture buy-back Consumers receive refund for eligible used furniture</p>
<p>Effective marketing leading to high awareness and user-participation</p>	<p>CDS Investment in marketing with high consumer awareness & engagement high</p>	<p>MobileMuster, Paintback Investment in marketing with medium/high awareness</p>

ACTIONS NEEDED TO INCREASE EFFECTIVENESS

Government actions

- Leverage current regulatory frameworks and the accreditation of voluntary initiatives to encourage business participation and improve effectiveness
- Identify and utilise non-regulatory measures to incentivise industry participation, including procurement strategies
- Proactively manage the Minister's Priority List to identify, target and engage relevant industry partners

Product stewardship organisations & businesses actions

- Increase investment in targeted marketing to promote business and consumer awareness, and accessibility and engagement
- Improve data collection and reporting
- Introduce or extend effective financial incentives to encourage behaviour change

Product stewardship Centre of Excellence actions

- Improve business, industry association and local government knowledge and participation through education and training, e.g. develop an online training hub, case studies, practice notes, white papers
- Develop standard for data collection and reporting, e.g., enhance the Product Stewardship Gateway, assessment framework and provide training for users



Scheme Effectiveness

It's a long game....

What I will be sharing

Scheme Effectiveness. It's a long game....

1. When Voluntary Arrangements are effective: when does ineffectiveness outweigh effectiveness
2. Steps towards effectiveness – an example
3. The “infinite approach” – aka the long game



When Voluntary is effective

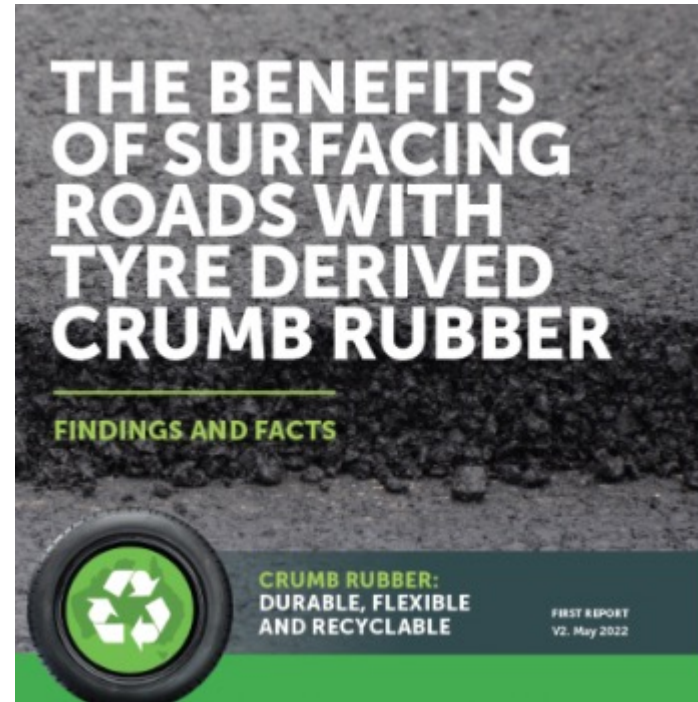
Effectiveness :

- Governance
 - Financial structure and delegations – it is someone else's money.
 - Policies – reputation, governance, an expectation.
- A learning culture
- Process, procedures and protocols (PPP)



OUR VALUES

These five values link us together at TSA



reStewardship AUSTRALIA

TYRE STEWARDSHIP AUSTRALIA LIMITED DELEGATIONS POLICY v3.0

Employee Handbook

ACTION

Officers of Authority are the mechanisms by which the TSA Board enables officers of TSA to commit TSA into contracts on behalf of TSA.

When ineffectiveness outweighs effectiveness

Tipping point :

- Lacking “know how” whilst building blocks are being created.
- Misalignment with objectives
- Good Scheme Objectives, poor Scheme design.

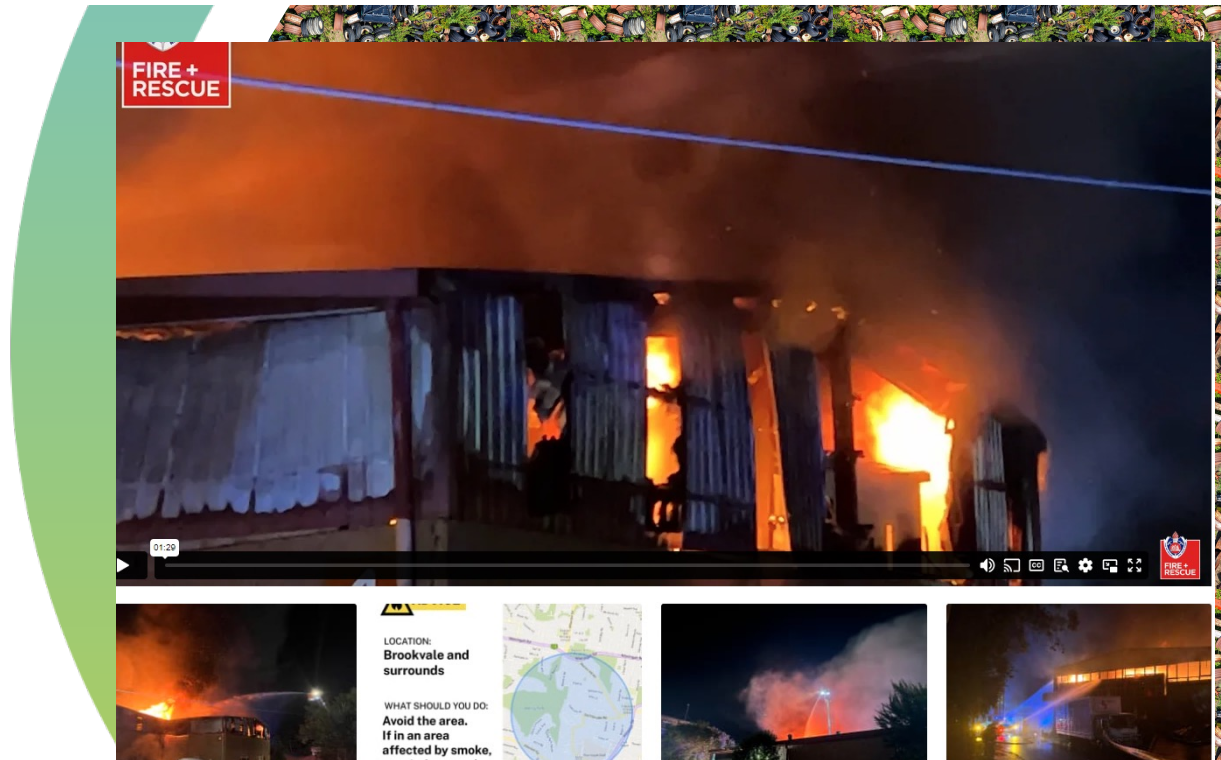




An independent review of the national Tyre Product Stewardship Scheme, administered by Tyre Stewardship Australia, shows commendable work has delivered public benefit at small cost to the economy but that the Scheme has reached a turning point.

The review was commissioned by Tyre Stewardship Australia (TSA) as part of the Australian Competition and Consumer Commission (ACCC) authorisation requirements, and to support TSA's ongoing initiatives to pursue strategic opportunities, innovation and improvement.

“This is a hard-core scorecard for the Scheme’s successes and failures,” says TSA CEO Lina Goodman.



Steps towards effectiveness

A Case Study – Expanding Scheme contribution from the Off the Road Sector

Steps to Effectiveness is a revolving process

1. Understanding the problem
2. Stakeholder Engagement
3. Influencing Change

Step One.

Understanding the problem – specific to
Off the Road.
Mining
Agriculture
Construction
Aviation

2019

**MINING
INDUSTRY**

Off The Road
Used Tyre Analysis

Automotive Tyre Importers

BRIDGESTONE

Continental

GOODYEAR **DUNLOP**

HANKOOK
driving emotion

KUMHO TYRE
All-ways. Go with you.

MICHELIN

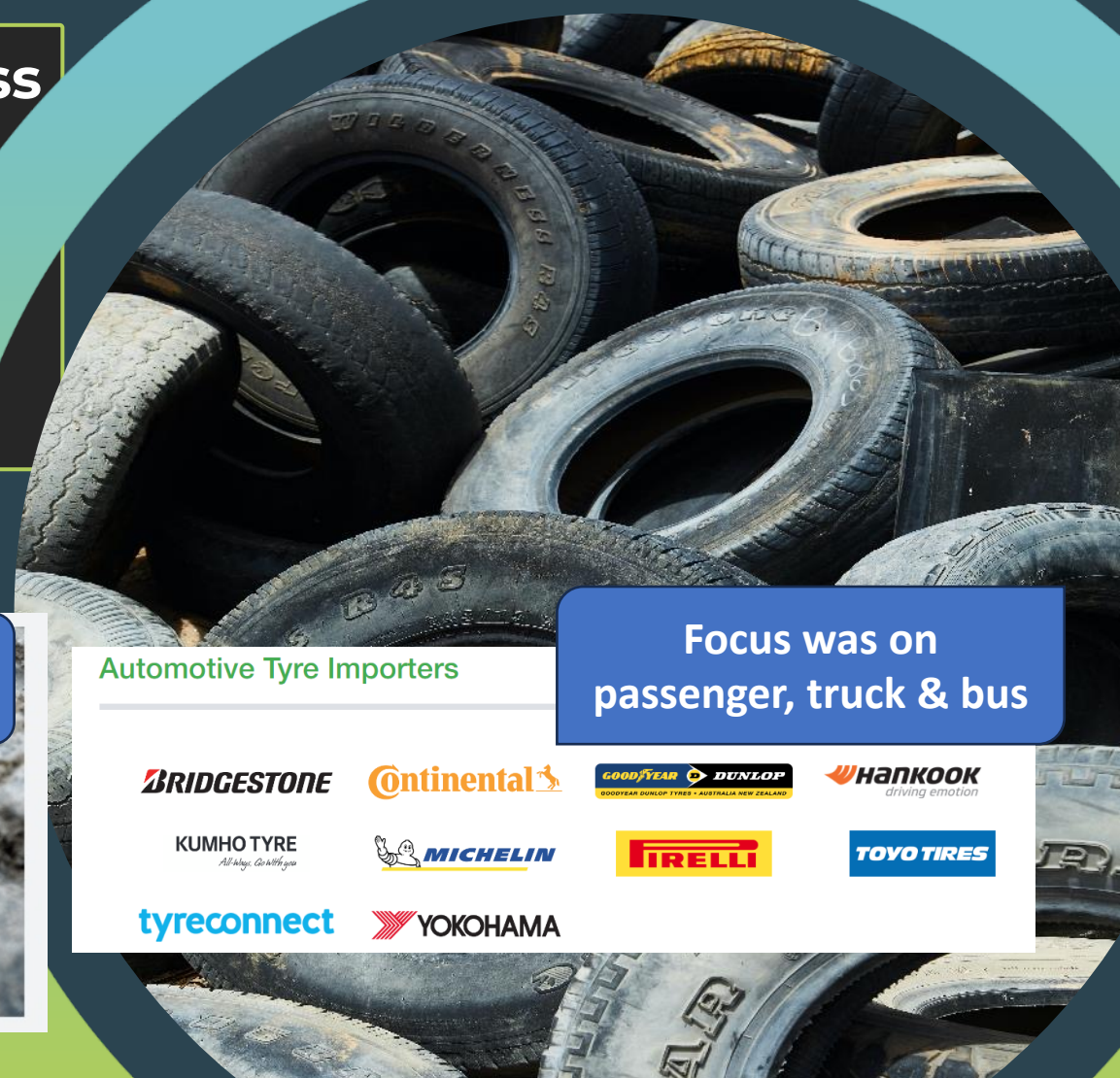
PIRELLI

TOYO TIRES

tyreconnect

YOKOHAMA

Focus was on
passenger, truck & bus



Steps towards effectiveness

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Steps to Effectiveness is a revolving process

1. Understanding the problem
2. Stakeholder Engagement
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Step Two.

Stakeholder engagement: working with OTR importers to commence contributing to the Scheme

A 3 Year Process: OTR Importers engaged, meetings, questions, debate, research, answer, debate. Opportunity to own the problem collaboratively. Ultimately setting a timeline – line in the sand.

Media Release
Monday, 18 October 2021

Tyre importers pledge to improve recovery of used off-the-road (OTR) tyres

In a landmark commitment, Tyre Stewardship Australia Limited (TSA) is pleased to announce that major OTR tyre importers **Bearcat, Bridgestone Mining Solutions, Goodyear, Kal Tire, Michelin and Yokohama** have committed to joining the voluntary Tyre Product Stewardship Scheme (the Scheme) from January 2022.

Steps towards effectiveness

A Case Study – Expanding Scheme contribution from the Off the Road Sector

Steps to Effectiveness is a revolving process

1. Understanding the problem
2. Stakeholder Engagement
3. Influencing Change

Step Three.

How do we prepare to influence change. An in-depth, granular process of developing a pathway for change

A 2 Year Process: National Business Case for Off the Road Tyres, Conveyor Belts and Rubber Tracks

TSA publishes its research report into off-the-road tyres, conveyors, and tracks

After more than two years of industry-led research and consultation, Tyre Stewardship Australia has published its report into the use, recovery, and recycling of Australia's off-the-road tyres, conveyors, and tracks (OTR rubber products).



Steps to effectiveness – is a revolving process



The “infinite approach”

Aka.... The long game for long lasting success

What is the infinite approach and how is TSA using this for effectiveness :

Long lasting success and fulfillment does not come from the easy to measure KPI, metric or target – rather, the long-lasting success comes from the daily things that add up over time. So the goal for effectiveness is to continue the “infinite approach” which builds stronger, innovative and more inspiring organisations.

TSA uses this approach to take risks, be vulnerable and honest about the gaps in our knowledge. This is how we will leave a legacy.

The infinite approach is like a circular economy.

It is NOT linear, but circular in nature. It is not a stop and start approach, but one that shifts with the requirement of the time.

<https://www.forbes.com/sites/sap/2019/04/18/five-leadership-lessons-how-to-build-an-infinite-mindset/?sh=5e8becde11f5>

<https://medium.com/swlh/take-the-infinite-approach-to-your-work-and-your-future-1c3382ff052e>

Scheme Effectiveness. It really is long game.

My parting comments

- Scheme commencement is tough going. A commitment to establishing the building blocks means a stable Scheme in the future.
- Effectiveness is a revolving and evolving process. How to shift from exhaustion to re-invigoration.
- Like Circular Economy – effectiveness is not linear, but circular in nature. Its infinite and creating an organizational mindset towards this creates a light globe moment.





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Questions & Answers



Got a Question? Please post in the Q&A

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