

Applying traceability to product stewardship initiatives



**Product
Stewardship
Centre of
Excellence**

Webinar, 7th March 2024

www.stewardshipexcellence.com.au



Product Stewardship Centre of Excellence

Today's speakers



Esther Richards A/G Director
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Centre Strategic Partner



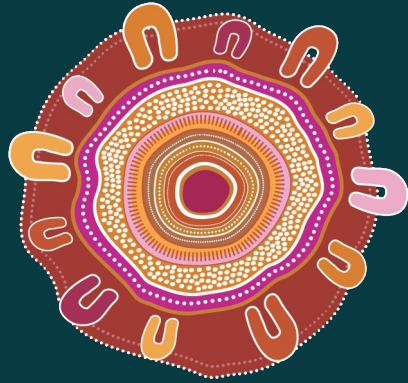


Australian Government

Department of Climate Change, Energy,
the Environment and Water

A national framework for recycled content traceability

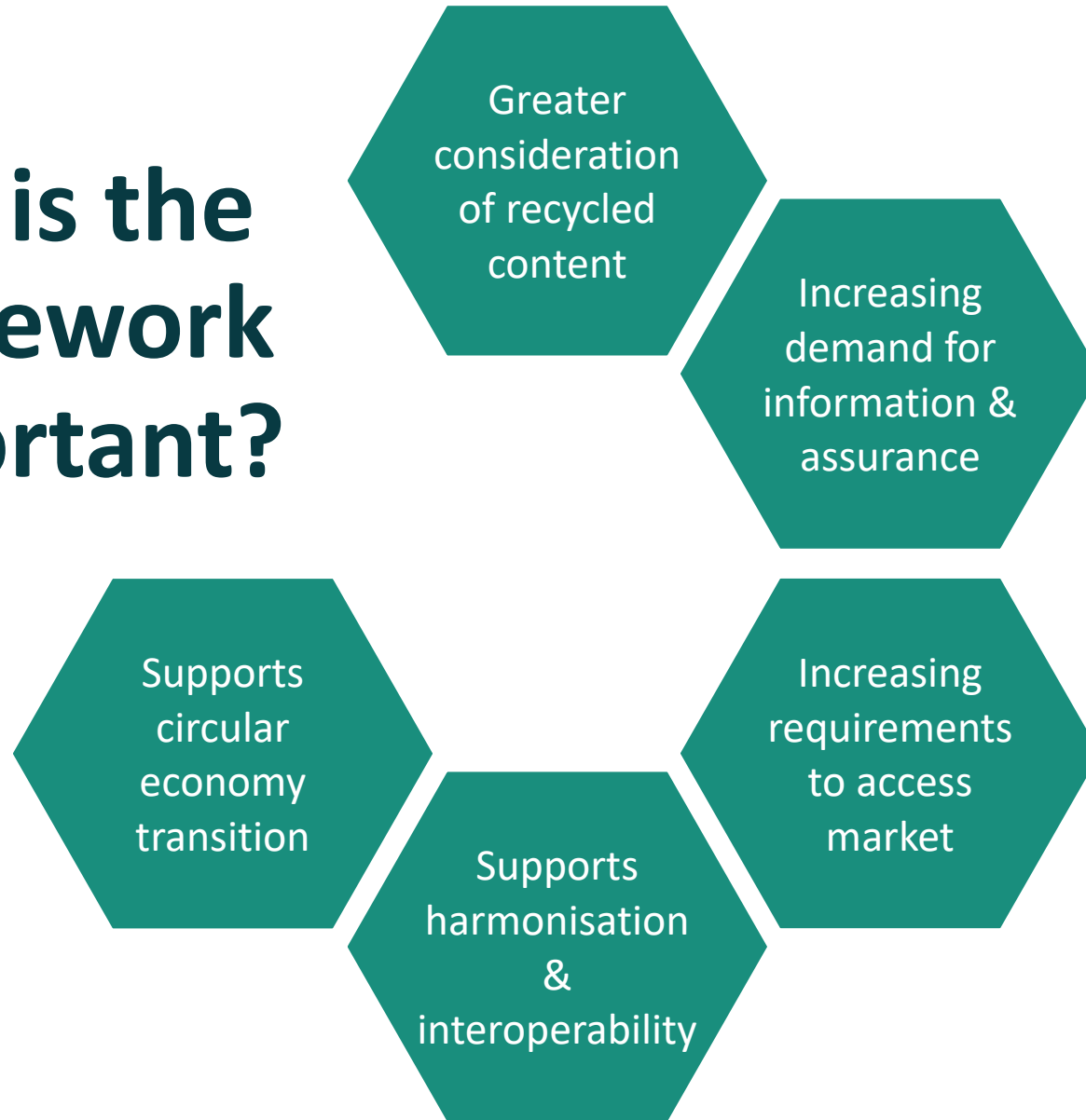




We acknowledge the Traditional Owners of Country throughout Australia and recognise their continuing connection to land, waters and culture. We pay our respects to their Elders past and present.



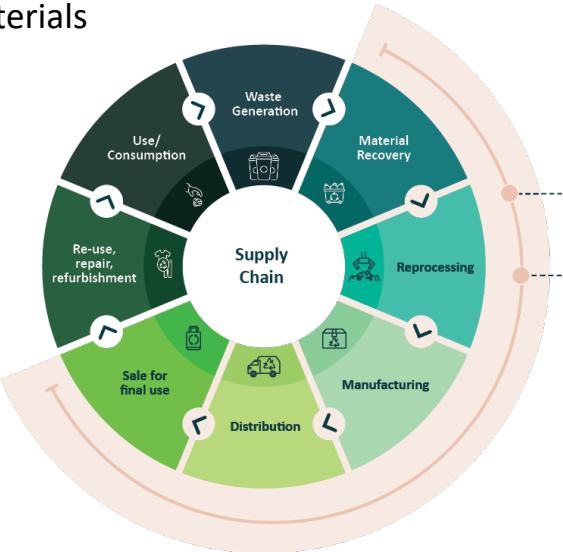
Why is the framework important?



National framework overview

Voluntary	Technology agnostic	Outcomes oriented	Internationally aligned
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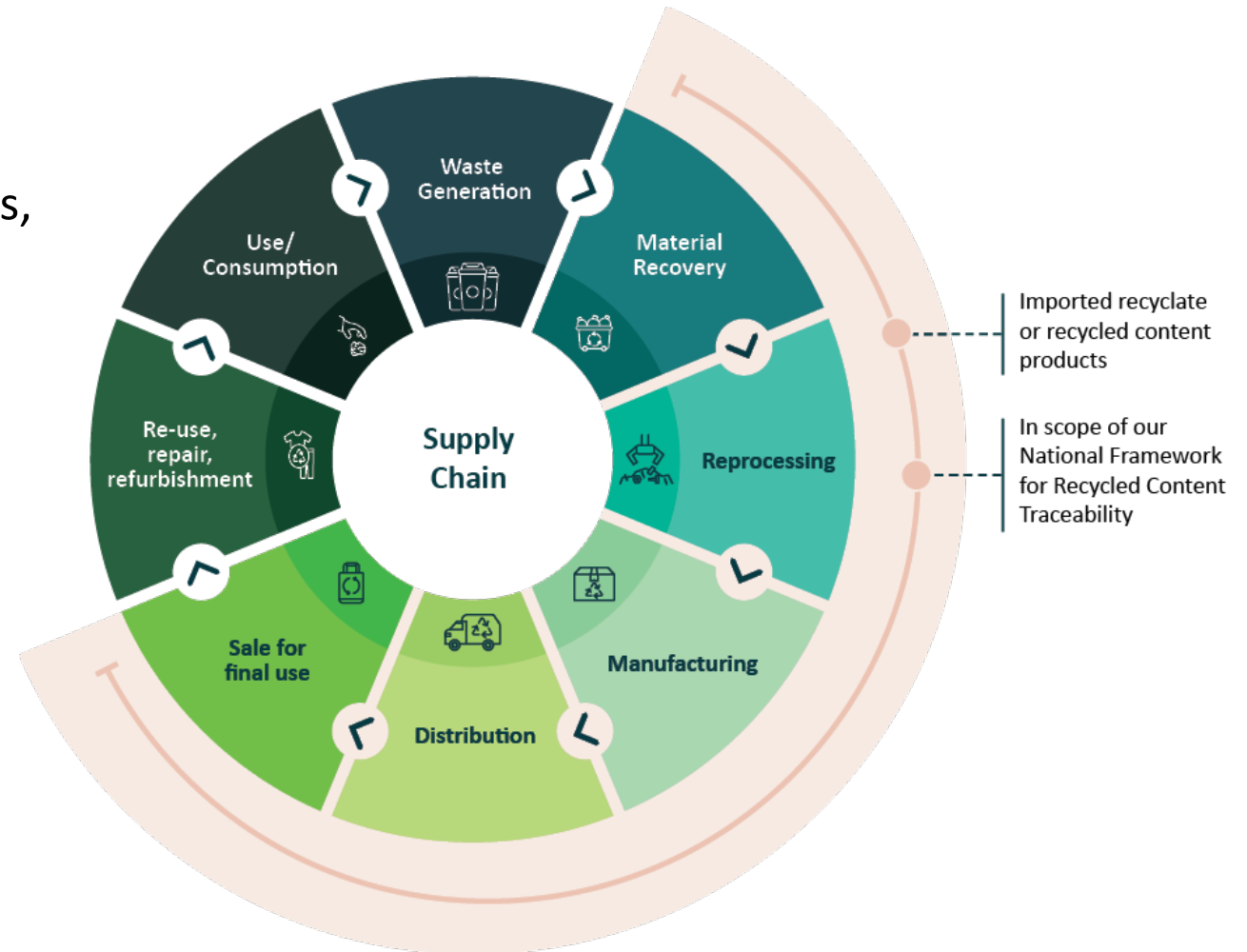
Objective: To boost confidence in, and demand for, recycled content, by increasing the amount of information that is available about them

<p>Scope</p> <ul style="list-style-type: none">• All recovered & recycled materials and recycled content products produced or used in Australia• Pre-consumer, post-consumer, and advanced recycled materials 	<p>Guiding principles</p> <ol style="list-style-type: none">1. Governments set harmonised expectations2. Industry ownership3. Transparency & visibility4. Data integrity, security & privacy5. Interoperability6. Harmonisation7. Precautionary principle8. Adaptability9. Collaboration & cooperation	<p>Guidelines</p> <ol style="list-style-type: none">1. Interoperability based on GS12. One-up-one-down traceability3. Traceability across the supply chain in 4 years4. Trace provenance5. Determine composition via chain of custody6. Trace quality7. Collect & share minimum info8. Independent verification9. Chain of custody schemes10. Maintain traceability records
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Scope

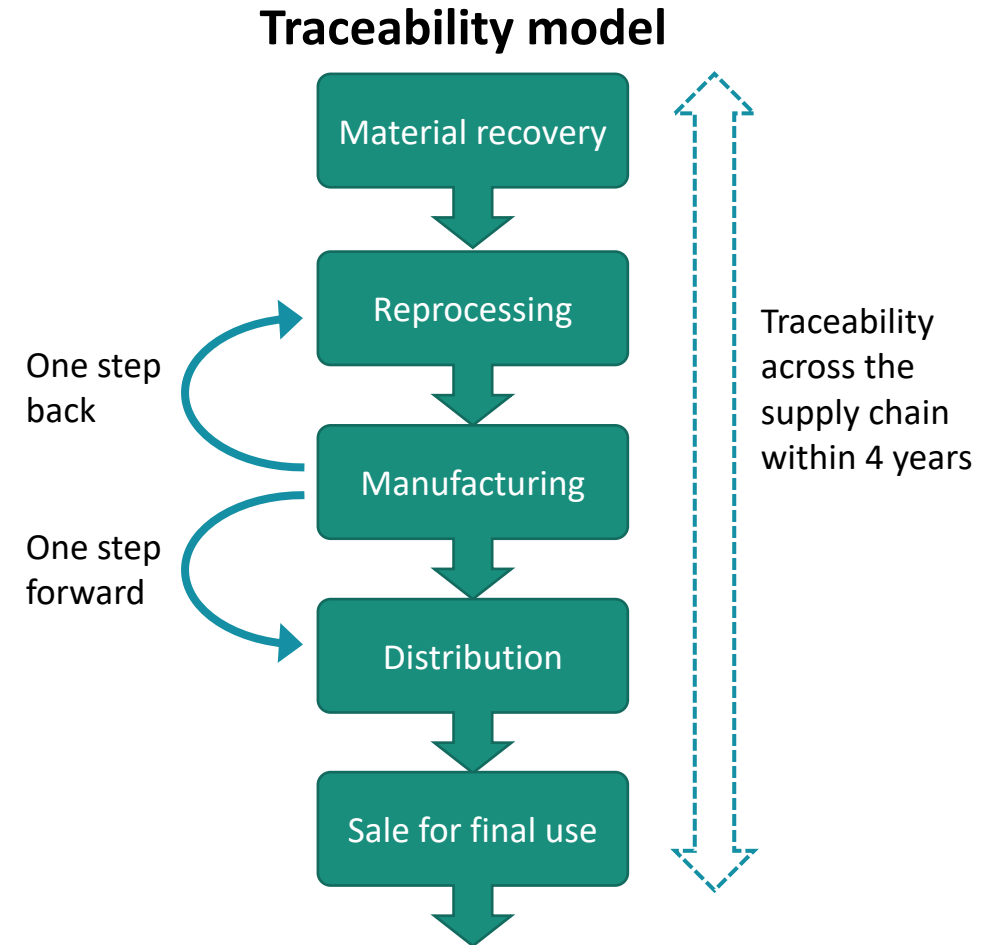
Recovered materials, recycled materials, and recycled content products

- including pre- and post-consumer materials
- advanced recycled materials
- produced or used within Australia
- from the material recovery stage to the point of sale.



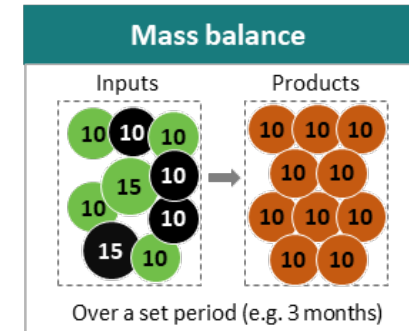
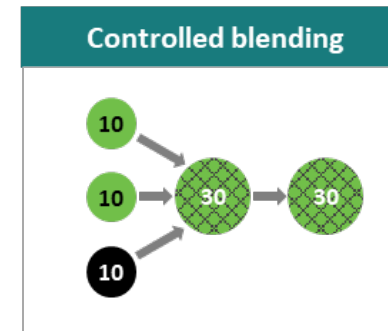
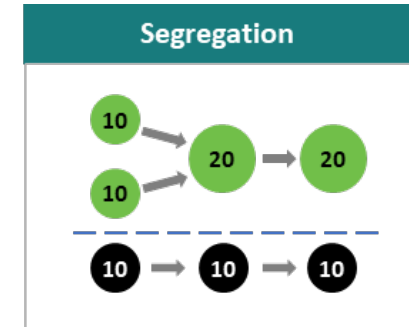
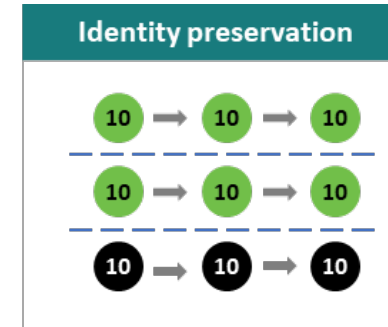
Guidelines


1. Interoperability in and across the supply chain
2. One-step forward one-step back traceability initially
3. Traceability across the supply chain within 4 years




Guidelines (cont'd)


4. Trace **provenance** of recycled content (country and state/province of origin)
5. Determine recycled content **composition** via chain of custody
6. Determine **quality** of recycled content as it moves through the supply chain



 Recycled materials

 Non-recycled materials

 Blended materials (known ratio)

 Blended materials (unknown ratio)

4 chain of custody methods supported

Guidelines (cont'd)

7. Collect and share minimum set of key information
8. Verify accuracy of traceability information
9. Chain of custody certification schemes are an alternative way of achieving traceability
10. Maintain traceability records in accordance with legal requirements or for at least 5 years



Examples of various certification schemes

Traceability in product stewardship



- Demonstrate compliance and outcomes with more authenticity and accuracy.
- Structure fees based on recycled content traceability considerations.



- Support product stewardship safety, sustainability and product design.
- Strengthen supply chain relationships and trust.



- Share and verify information across the supply chain.
- Supports procurement of products containing recycled content



- Identify and address quality or safety concerns, minimising potential disruptions and safeguarding consumer trust.
-

Contact us

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gov.au



Australian Government
Department of Climate Change, Energy,
the Environment and Water

A national framework for recycled content traceability

Guidelines

December 2023



The role of standards in driving traceability for product stewardship



What GS1 is and does

At GS1 we:

- Issue ISO certified **open data standards** for product identification and data sharing
- Operate **global & local registries** (products, companies, locations ... more)
- **Verify data** (imbedded and trusted in market)
- **Build** and **support communities** of businesses



Global Trade
Item Numbers
Since 1974

Global
Federation -
HQ in Brussels

Locally run
not-for-profit

User-driven
and governed

We develop global standards to facilitate sustainable trade and drive business efficiencies and interoperability across supply chains globally

Traceability....through the use of a common language

Internal vs. external

- Internal – within the organisation and its departments
- External – between organisations through and across supply chains



Interoperable – can be used within and across companies



Open standard for capturing and exchanging event data



Requirements for effective traceability

What is the product

Where is the product

Who is responsible

Product ID
Company name



GTIN: 9504002100016

Brand name

Product description

Product image URL

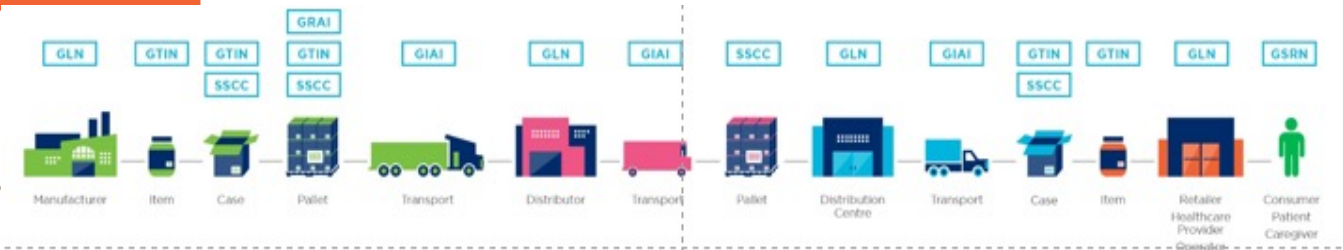
Global product category

Net content & unit of measure

Country of sale

When – dates and times

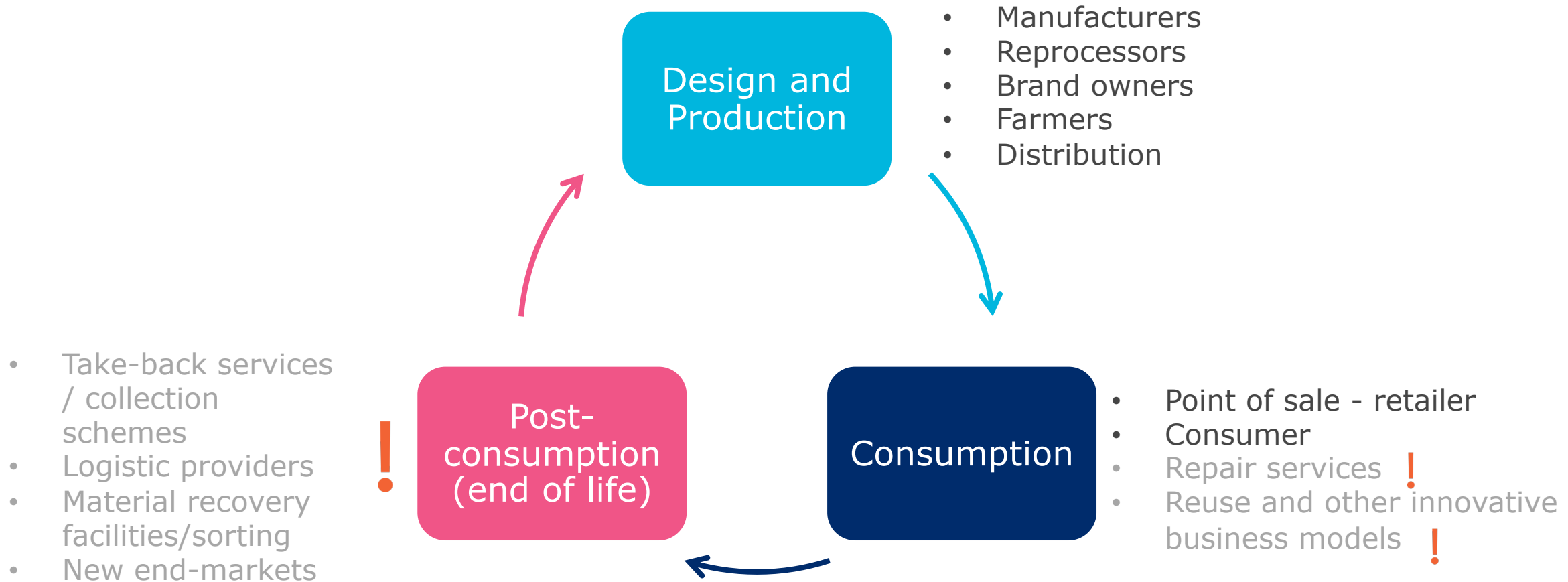
Why – Context



The Global Language of Business

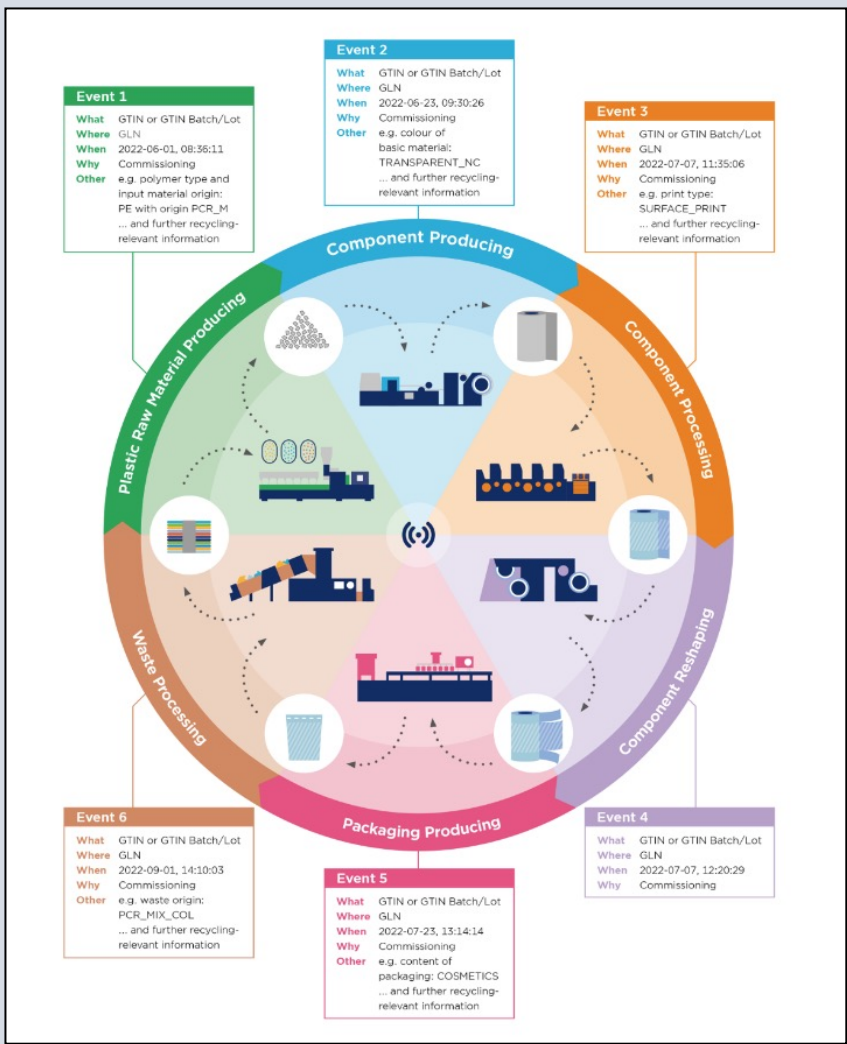
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To meet PS traceability objectives, full supply chain needs to be engaged....



Traceability Standards and PS objectives

Plastic packaging circularity





R-Cycle



GS1 Germany

The Global Language of Business

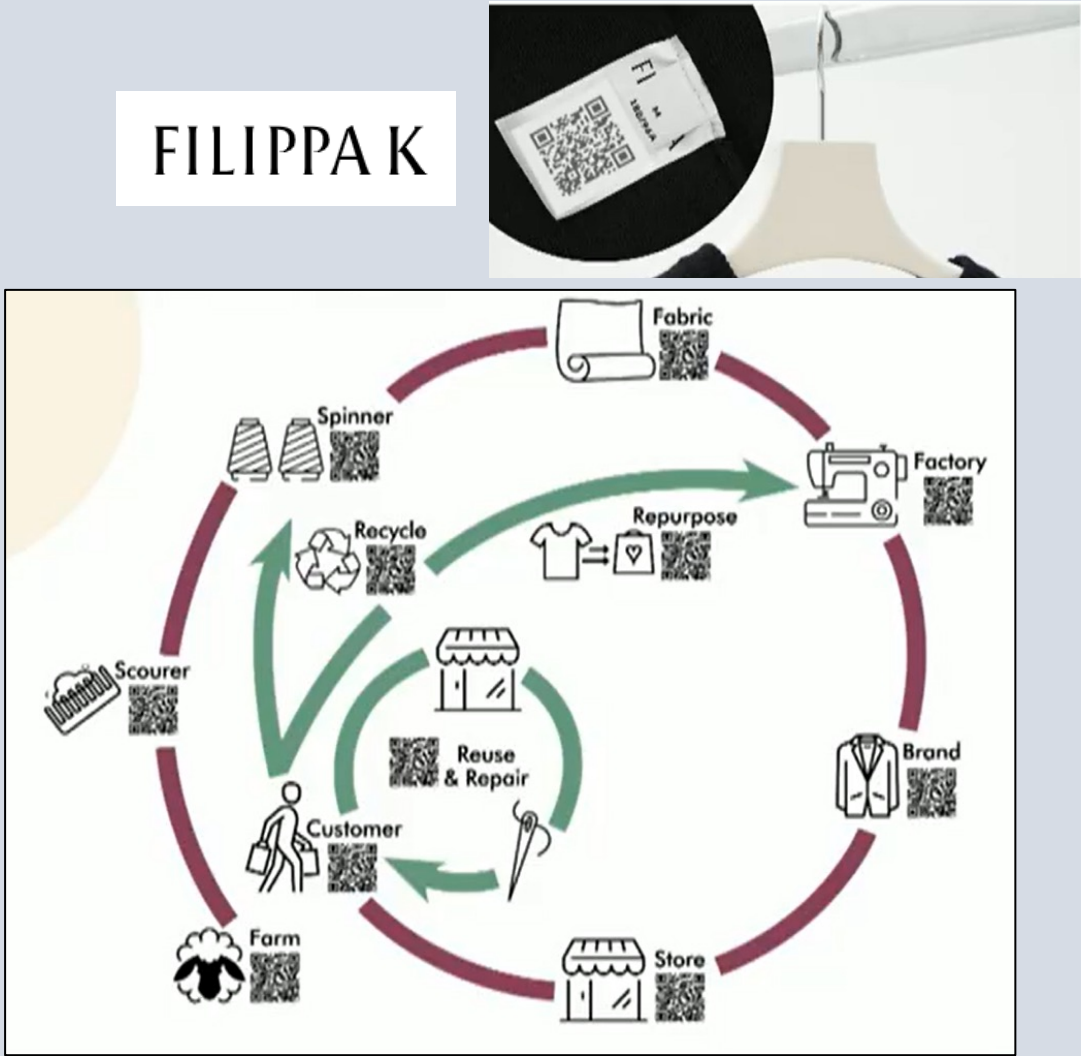
GS1 Standards

Circular Plastics Traceability

Processes and data sharing approach for enabling circular packaging value networks



Fibre – wool circularity



Getting the foundations in place....



Basics – Identification is key

Unique identifiers enable efficient sharing of information



Engage with partners and regulators

Collaboration to define what is important for your supply chain



Ensure there is a common language first

Avoid technology lock-in



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To register:

<https://www.eventbrite.com.au/e/sustainability-forum-2024-tickets-838370828717>

Useful Resources from GS1

- Supply Chain Standards Discovery Animation (multiple languages)
[Discover GS1 in Apparel — Discover GS1 in Apparel](#)
- Introduction to Supply Chain Traceability Video
<https://youtu.be/g8qmNzvVDPw>
- GS1 Australia Industry Traceability Guidelines
<https://www.gs1au.org/what-we-do/standards/traceability>
- International Traceability Case Study Library
<https://www.gs1.org/standards/traceability/case-study-library>
- GS1 Global Traceability Standard V2
https://www.gs1.org/sites/default/files/docs/traceability/GS1_Global_Traceability_Standard_i2.pdf
- EPCIS (Supply Chain Events) Standard
<https://www.gs1.org/sites/default/files/docs/epc/EPCIS-Standard-1.2-r-2016-09-29.pdf>

Soft Plastics Recycling Scheme

March 2024

Sustaining Australia



**Product
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SUPPORTERS OF SOFT PLASTIC RECYCLING



Sustaining Australia

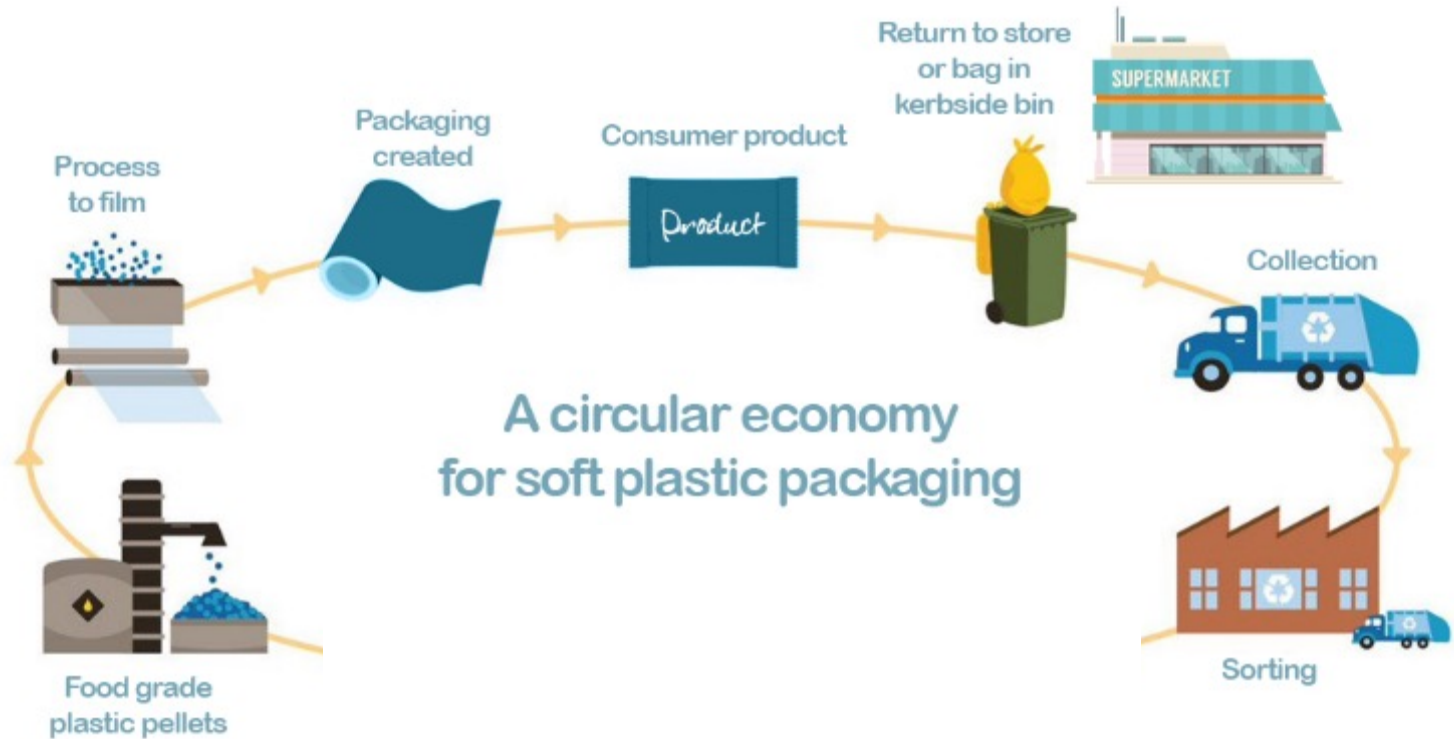
Woolworths  coles   

What problem are we solving?

A product stewardship scheme to stimulate soft plastic recycling where a market failure exists

Current market failures:

- ✗ Low to no recycling
- ✗ Low scale processing
- ✗ Effectively no food grade resin for soft plastics globally
- ✗ Uneconomic supply chain

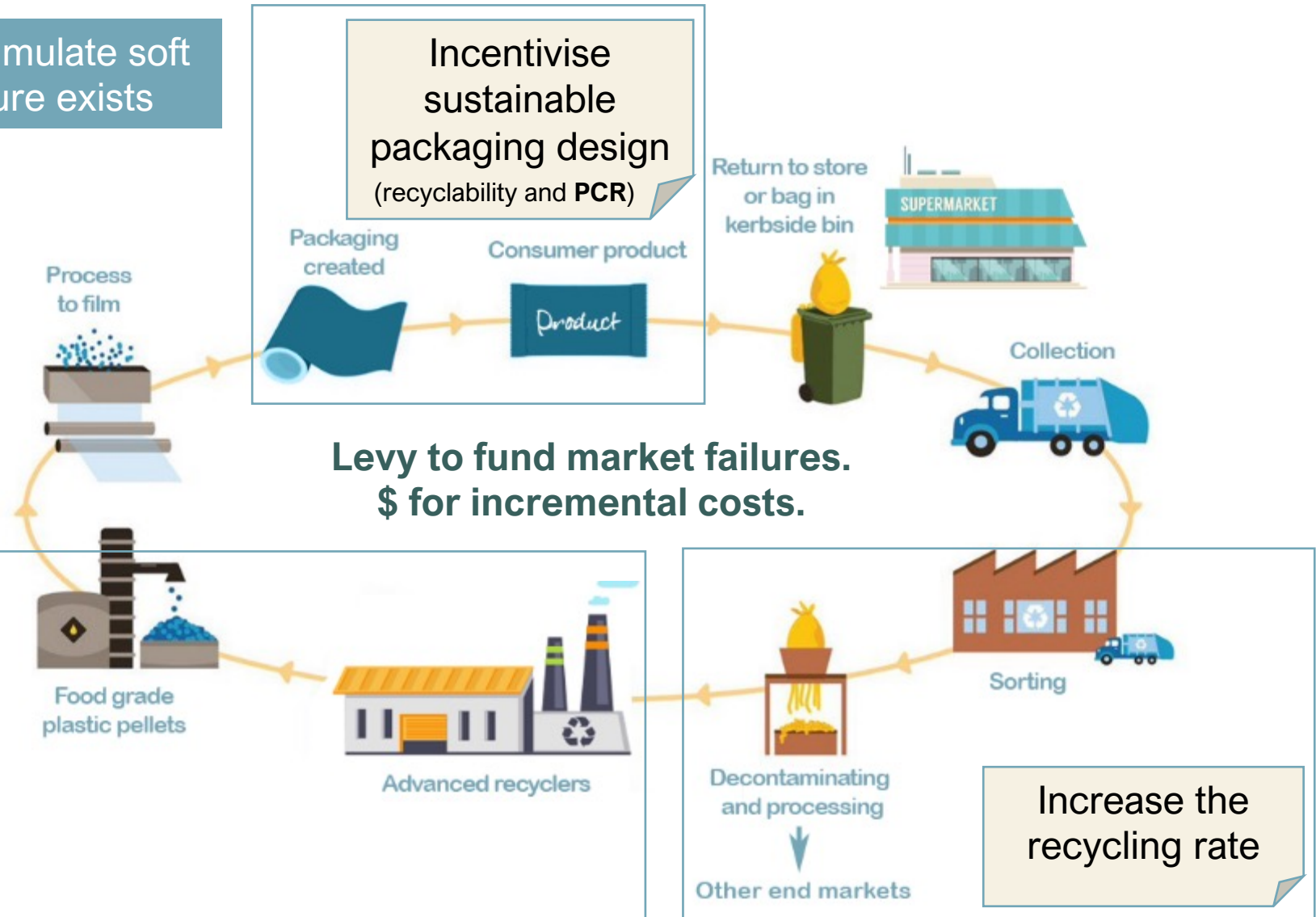


What is the proposed scheme?

A product stewardship scheme to stimulate soft plastic recycling where a market failure exists

Brand and retailer levy directly invested into the recycling value chain, to drive:

- ✓ robust end markets
- ✓ trust and transparency
- ✓ sustainable packaging design through eco-modulation
- ✓ circular economy



Why is traceability beneficial?

1. Financial benefits

Eco-modulation

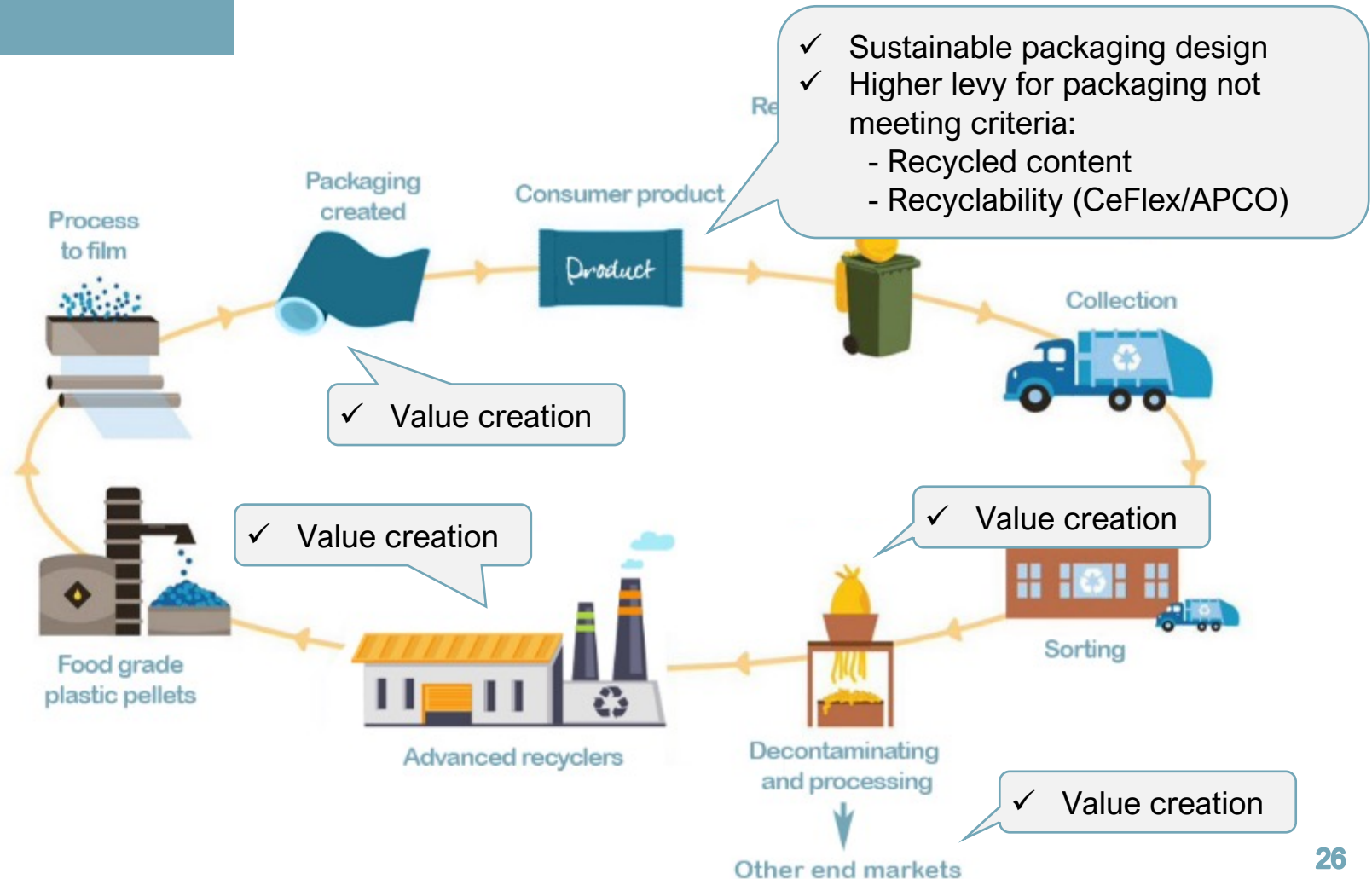
Third-party certified traceability:

- substantiates PCR content for the application of eco-modulated levies paid by liable parties

Market development

Third-party certified traceability:

- builds the value of PCR for recyclers, and
- prevents dishonourable organisations claiming Virgin content is PCR



Why is traceability beneficial?

2. Reputational benefits

Greenwash or greenhushing

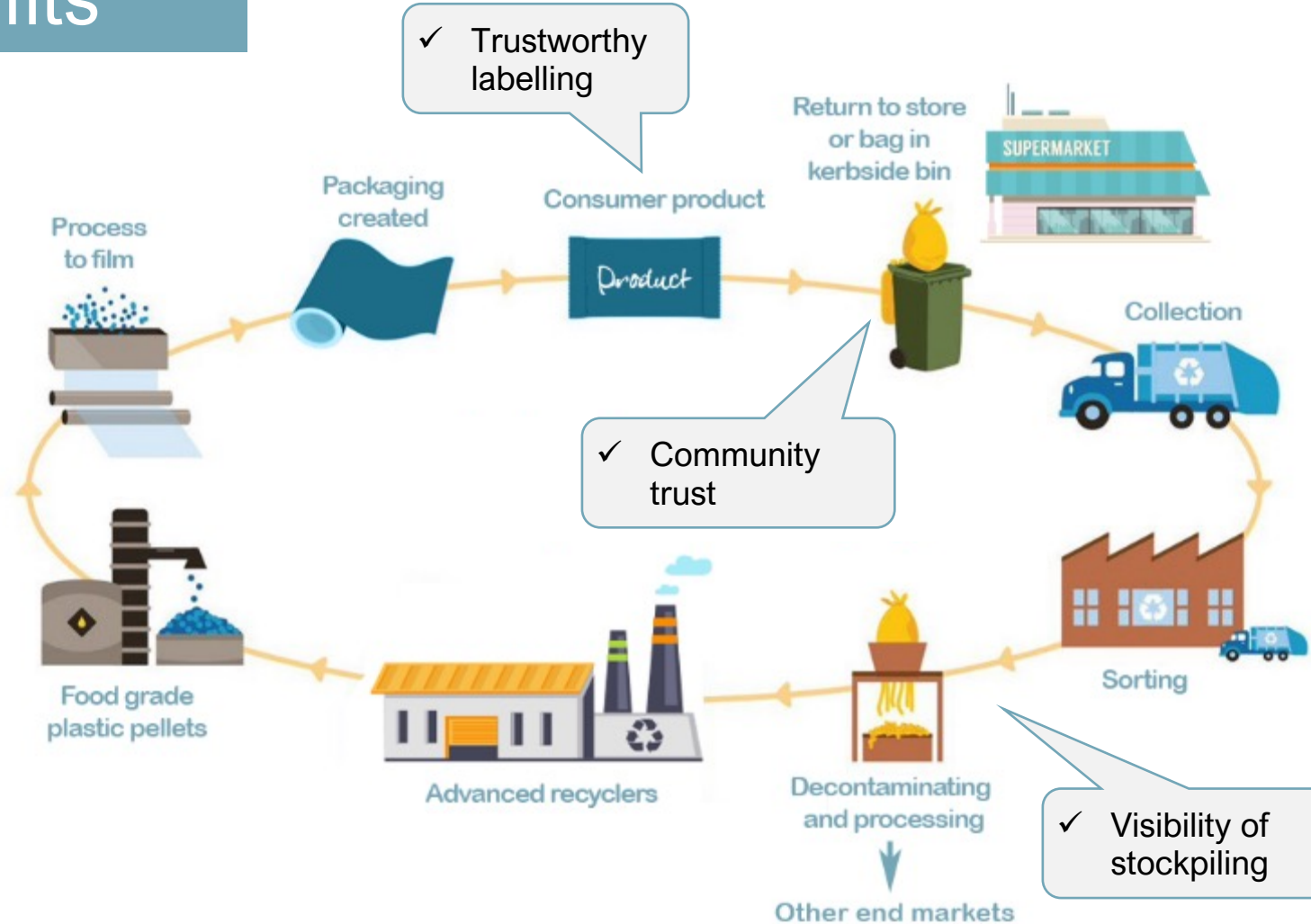
Third-party certified traceability:

- substantiates PCR content for on pack labelling preventing greenwash or greenhushing

Stockpiling

Third-party certified traceability and transparent reporting:

- will highlight stockpiling risks before they become an issue
- Eg: RedCycle, SKM



Why is traceability beneficial?

3. Material responsibility

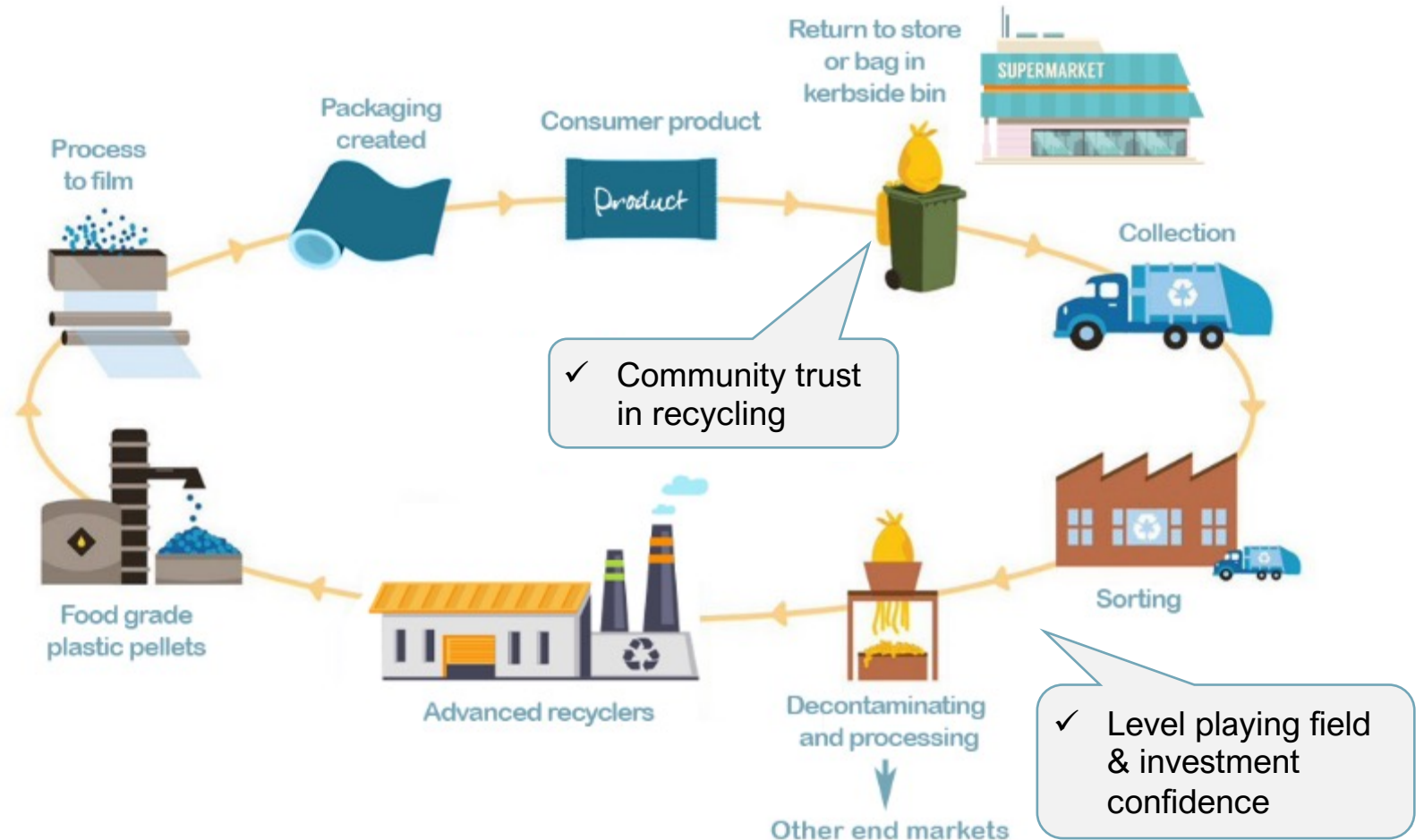
Recycling certainty

Third-party certified traceability:

- substantiates material collected for recycling is recycled

Level playing field for recyclers

- The scheme will only fund service providers who follow the traceability framework & are *third-party certified*
- Creates a level playing field and promotes investment confidence



Why is traceability beneficial?

4. Food safety

Community safety

Third-party certified traceability:

- facilitates a product recall in the event that PCR contaminates food

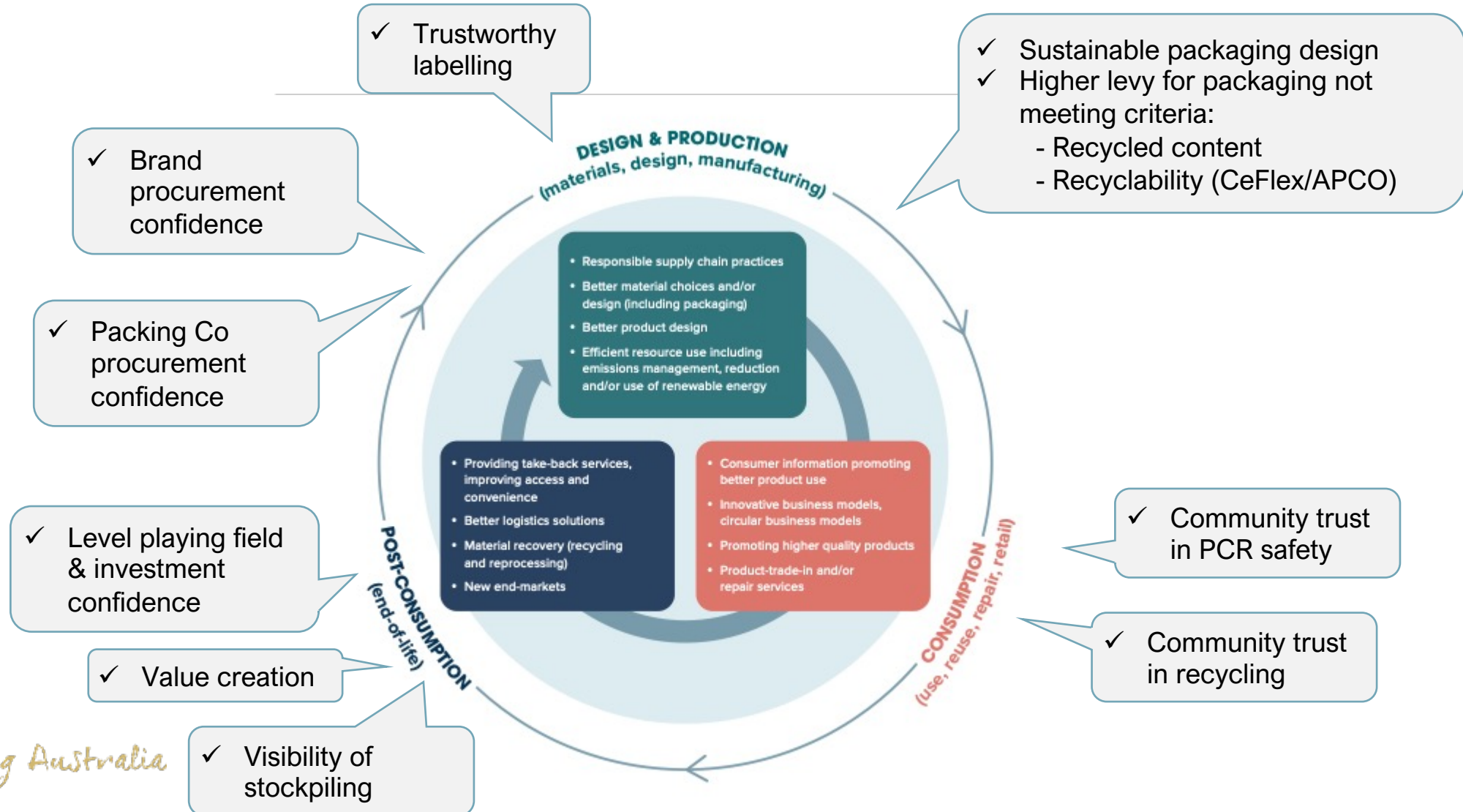
Regulatory compliance

Third-party certified traceability:

- Enables brands to meet regulatory food safety standards



Why is traceability beneficial?



Thank you

Register for updates
nprs@afgc.org.au

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Questions & Answers



Got a Question? Please post in the Q&A

Get involved / partner with us / stay in touch



[Sign up](#) to our mailing list and
join our linkedin page or email us

info@stewardshipexcellence.com.au

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