



Product
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ANZRP | Best Stewardship Outcomes, Collective Scheme Product Stewardship Award Winner 2023

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Product Stewardship in Action with



Reclaiming Resources and Driving Industry Awareness and Engagement

Working on behalf of some of the world's leading brands, ANZRP has spearheaded several programs to maximise resource recovery from a range of consumer goods.

A not-for-profit membership organisation, ANZRP plays a particularly strong role with its Information and Communication Technologies (ICT) and retailer members, demonstrating a multi-faceted approach that highlights the circular economy considerations going into product design, end-of-life initiatives, and supporting consumer awareness and engagement.

Reaching more than 95% of Australia's population, ANZRP initiatives are funded by an annual member investment of over \$10 million. ANZRP recycled 21,460 tonnes of e-waste in 2021/22. Of this, 17,114 tonnes (91%) were recovered into new materials.

Circular Economy Considerations Reclaiming Plastics from e-waste

ANZRP's focus has been not only to drive the collection of e-waste from businesses and households across Australia and New Zealand but help the e-waste recycling industry to recycle polymers (plastics) from e-waste. The CRDC Victoria RESIN8 plant is a joint venture between ANZRP (WeCollect) and CRDC Australia which processes mixed plastic recovered from e-waste, including those containing brominated flame retardants.

The facility has completed the commissioning phase and is now producing up to 5t/day of RESIN8. RESIN8 is an eco-aggregate that improves the performance of concrete mixes.


The RESIN8 that has been produced has been tested for block and paver manufacturing with positive results and will also soon be trialled in a road project with a local council.

Beyond plastics, ANZRP is now exploring ways to recover critical minerals and precious metals from e-waste and return these to its member organisations for reuse.

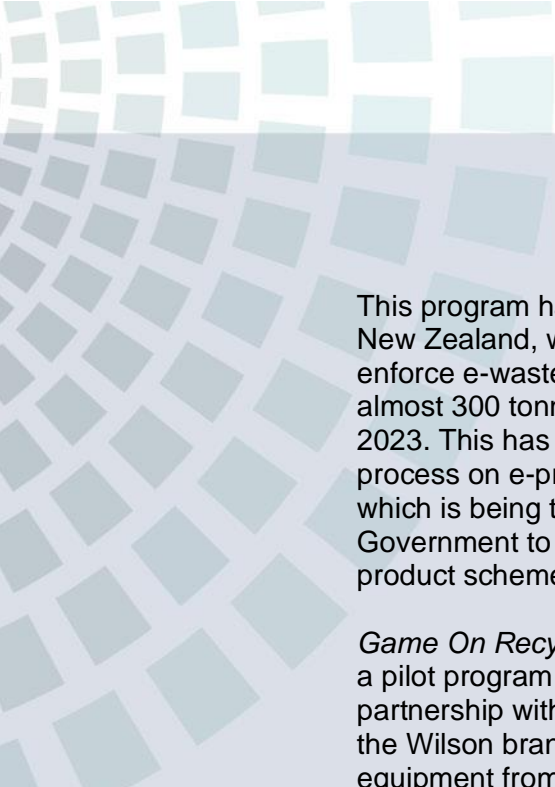
End-of-life initiatives: Across Industries and Sectors

ANZRP has delivered a range of membership-wide, industry wide, and specific producer end-of-life initiatives. *TechCollect* is a free national service funded by ANZRP members, aimed to make it convenient and simple for Australians to dispose of and recycle e-waste.

Drop-off points at partner retailers, local councils and waste management organisations are provided across the country, facilitating the transfer of e-waste to recycling facilities.



All collection sites and partners undergo rigorous assessments to ensure safe handling, storage, and quality control. ANZRP's compliance program includes audits of recyclers' material flow and recovery reports and downstream vendor audits, with GPS trackers and independent weighbridges used to verify recycler figures and downstream material flow.



This program has also expanded into New Zealand, which does not currently enforce e-waste recycling, collecting almost 300 tonnes between 2018 and 2023. This has led to a co-design process on e-product stewardship, which is being taken up by the NZ Government to develop a regulated e-product scheme.

Game On Recycling was established as a pilot program by ANZRP in partnership with Amer Sports, owners of the Wilson brand. It collected sporting equipment from over 300 tennis clubs, retail stores, schools, and sporting facilities Australia-wide. While reusable equipment was donated to charity, recyclable resources were shredded and used to make rubber mats.

After the pilot the scheme was continued by Amer Sports with tennis clubs and Rebel sporting goods stores across the country. Member-specific product stewardship initiatives include:

- the HP Planet Partners program, which collects end of life equipment from business clients to ensure responsible recycling.
- the Officeworks BringITBack program, collecting over 1000 tonnes of e-waste each year from Officeworks stores nationwide.
- Apple's consumer reuse and recycling program, paying customers for their unwanted products, and recycling end-of-life products for free.

Consumer Awareness and Engagement, a Focus on Regional and Remote Areas

Aside from placing significant branding at retail outlets, community facilities and waste collection depots, designed to prompt consumers to make use of recycling opportunities, ANZRP also fosters programs aimed at raising awareness of e-waste recycling among schools and local communities. It has focused on regional and remote areas, offering educational events and free e-waste recycling to communities in the Kimberley, Arnhem Land and Central Australia.



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