



Australian Packaging Covenant

Smarter Packaging, Less Waste, Cleaner Environment.



Signatory Name: Epson Australia Pty Ltd

Status: Completed

The content in this APC Annual Report is hereby endorsed by the Chief Executive Officer, or equivalent officer of the organisation.

Yes

Industry sector (please select 1 only):

- Brand Owner / Wholesaler / Retailer
- Packaging Manufacturer
- Waste Management
- Other - Commercial Organisation
- Community Group
- Industry Association
- Government
- Raw Material Supplier
- Other:

Industry type (please select 1 only):

- Food & Beverage
- Pharmaceutical / Personal Care / Medical
- Hardware
- Homewares
- Communications / Electronics
- Clothing / Footwear / Fashion
- Chemicals / Agriculture
- Fuel
- Large Retailer
- Tobacco
- Shipping Company
- Airline
- Other:

PART A – Signatory progress in reaching goals and targets of the Covenant

This section refers to signatory progress against Covenant KPIs. The data from this section will be aggregated across all signatories on an annual basis, and will enable the APC to assess overall progress against Covenant Goals and KPIs, and those of its own Strategic Plan. You can include any particulars relevant to your sector in Part B.

Please indicate your organisation's reporting period:

- Financial Year: 1 July 2010 – 30 June 2011
 Calendar Year: 1 January 2011 – 31 December 2011

Goal 1: Design - optimise packaging to use resources efficiently and reduce environmental impact without compromising product quality and safety.

KPI 1: % of signatories with documented policies and procedures for evaluating and procuring packaging using the SPG's or equivalent

1. Does your company have documented policies and procedures for evaluating and procuring packaging using the SPG's or equivalent?

Yes No

Definition of Packaging Type

Reporting of the proportion of packaging reviewed using the Sustainable Packaging Guidelines, whether existing or new, need not be individual SKU or products. Signatories can review – and report on their review – by grouping their packaging into different types if this is more effective and efficient. Grouping into 'types' can be by individual products (SKU's), or by related packaging / products, e.g. by type of material used (paper/ cardboard, plastic, glass, metals...), by brands, by packaging manufacturer, or by some other category which makes sense in their own design and production processes. Reporting the number or percentage reviewed should be by 'Type' as defined by each signatory's own practices, and each signatory is free to decide how to do this. A manufacturer with a small number of products might review each package independently, with each considered a unique 'type'. A large manufacturer with many products may group them for review by looking at each material type, or may review each brand or range of products in turn, or may have different packaging suppliers and work with each in order. In both cases, the reporting should simply be by the 'types' of packaging that have been reviewed.

2. Of the types of packaging **existing** at the beginning of the reporting period, what percentage had been reviewed using the Sustainable Packaging Guidelines (SPG) by the **end** of the reporting period?

%

3. Of the **new** types of packaging introduced during the reporting period, what percentage has been reviewed using the Sustainable Packaging Guidelines (SPG) by the **end** of the reporting period?

%

4. Describe (other?) outcomes achieved using the SPG in regard to:

Please indicate even if you have done nothing in this area

a) *Avoiding or minimising the use of materials and other resources*

All packaging imported into Australia is made/designed according to SEC's (Seiko Epson Corporation) Environment Protection Design Standard
Please note the following requirements under this standard -
No bleach or a non chlorine bleach is used
Plastic Coating is not used, or where necessary it is used up to a weight ratio of 0.3%

b) *Optimising recyclability and recycled content*

Further to point (a) above, standard further states -
Recycled paper should contain at least 10% commercial waste paper.
In case of cardboard use at least 90% of old paper and 10% commercial waste paper in old paper

c) *Reducing litter impacts*

Action has been taken to reduce litter impacts at our building site by use of special cleaning contractors and programmed maintenance

Goal 2: Recycling - efficiently collect and recycle packaging.

KPI 3: % signatories applying on-site recovery systems for used packaging

5. Do you have on-site recovery systems for used packaging?

- Yes at all facilities/ sites
 Yes at some, but not all facilities/ sites
 No

6. Describe what types of packaging materials are collected and recycled on-site

All used paper from office; used shrinkwrap; bottles and cans; used ink cartridges and toner cartridges; used wooden pallets; cardboard cartons re-used

7. Actual: Describe what progress (since the beginning of the reporting period), if any, has been made in collecting and recycling materials on-site

For the year ending 30/6/2011 we have recycled/reused the following:
24,390 KG of cardboard/paper/shrinkwrap (recycled)
47,965 KG of hardware (recycled)
4286 pallets - equivalent to more than 36 tonnes (re-used and re-cycled)
1815.75 KG of cardboard cartons (re-used)

KPI 4: Signatories implement formal policy of buying packaging made from recycled products

8. Does your company have a formal policy of buying packaging made from recycled products?

- Yes No

9. Is this policy actively used?

- Yes No

Goal 3: Product Stewardship - demonstrate commitment by all signatories

KPI 6: % signatories with formal processes to work collaboratively on packaging design and / or recycling.

11. Does your company have formal processes in place for collaborating with other companies or organisations on improved packaging designs and/or recycling which aims to reduce or eliminate waste?

- Yes No

KPI 7: % signatories showing other Product Stewardship outcomes

14. Since the beginning of the reporting period, has your company had any other outcomes related to product stewardship?

Yes

No

15. Briefly describe any other results (not described in previous questions) you have achieved in reducing your packaging impact? (Quantify your answer if possible).

Continued participation in both the Byteback Program (13.7 tonnes of hardware diverted from landfill) and C4PA (Cartridges for Planet Ark) program (over 277 thousand ink and toner cartridges diverted from landfill and recycled with "zero waste to landfill")
Continued consultation with government on Product Stewardship Act
Use of "used" office paper and obsolete brochures that are shredded and used for packaging instead of void fill or air filled plastic packets (bio-degradable).

KPI 8: Reductions in packaging items in the litter stream

16. Briefly describe what measures, if any, have been implemented to reduce litter.

We engage a cleaning company which cleans all surrounds of the building on a fortnightly basis to ensure the affect from litter is minimised
We also engage a maintenance company which is responsible for ensuring all tree debris and leaves etc are contained and do not enter waterways (where possible).
We also allow customers to return any used packaging to us and we will ensure it is not put into landfill, but recycled.

General

17. Please provide details of any special circumstances or additional information that will help us interpret this report (you may include links to your website showing any case studies or relevant information).

not applicable

PART B – Your annual performance

This section will ask you for additional data on your progress made during this reporting period against the **annual** targets you have set for each of the Covenant KPIs. The data you provide in Part B will be used to determine your performance rating. Here we are looking at your achievements in changes to packaging **outcomes** rather than **processes** (e.g. **15 tonnes** of material diverted from landfill rather than a **process** in place to investigate or actually divert waste from landfill). Please use this section to highlight any particulars that you think are relevant about your industry and sector and we will take this into account in the performance rating.

Goal 1: Design

KPI 1: % of signatories with documented policies and procedures for evaluating and procuring packaging using the SPG's or equivalent.

Please enter your targets for this year or milestones in your plan and the extent to which they were achieved.

Please indicate your progress this year towards achieving your annual targets and milestones for KPI 1

	Target: What were your annual targets for the reporting period?	Actual: What did you achieve?
1.	Contact SEC regarding implementation of packaging guidelines	Completed- SEC use the Environment Protection Design Standard (internal standard) in design of packaging materials
2.	Compile detailed list of packaging used	We have a full list of all packaging items that are used within the logistics area
3.	Establish baseline of current recycled/recyclable content in packaging Work with SEC to increase recyclable/recycled content in packaging	As only a very small percent of all packaging is either not recyclable or made from recycled content, it is extremely difficult to make further improvements

Goal 2: Recycling

KPI 3: % signatories applying on-site recovery systems for used packaging.

Please enter your targets for this year or milestones in your plan and the extent to which they were achieved.

Please indicate your progress this year towards achieving your annual targets and milestones for KPI 3

	Target: What were your annual targets for the reporting period?	Actual: What did you achieve?
1.	Tabulate amount of waste recovered/recycled & compare to previous years/base –line	Amount of waste recovered/recycled from Head Office site in 2010/11 was 95617KG (59.5% of total waste) compared to 2009/10 of 80851KG (55.4% of total waste)
2.	Set up system to continually record & make improvements re above	System reviewed and set up. Data captured monthly and quarterly

KPI 4: Signatories implement formal policy of buying packaging made from recycled products.

Please enter your targets for this year or milestones in your plan and the extent to which they were achieved.

Please indicate your progress this year towards achieving your annual targets and milestones for KPI 4

	Target: What were your annual targets for the reporting period?	Actual: What did you achieve?
1.	Review all new SKU's packaging recyclable content	Refer comments under KPI 1 - all our product is fully imported and all packaging follow guidelines indicated above. All packaging is designed and manufactured to the Environment Protection Design Standard
2.	Review policy on "buy recycled" and audit policy, especially re packaging	Purchasing policy was last reviewed in February 2010. Packaging cartons purchased from our supplier contain recycled content

Goal 3: Product Stewardship**KPI 6: % signatories with formal processes to work collaboratively on packaging design and / or recycling.**

Please enter your targets for this year or milestones in your plan and the extent to which they were achieved.

Please indicate your progress this year towards achieving your annual targets and milestones for KPI 6

	Target: What were your annual targets for the reporting period?	Actual: What did you achieve?
1.	Unable to influence design- N/A	All design is fixed by Japan and USA for global exposure - N/A

KPI 7: % signatories showing other Product Stewardship outcomes.

Please enter your targets for this year or milestones in your plan and the extent to which they were achieved.

Please indicate your progress this year towards achieving your annual targets and milestones for KPI 7

	Target: What were your annual targets for the reporting period?	Actual: What did you achieve?
1.	Investigate packaging streams from recycled hardware – establish baseline	Baseline of 2008/09 established - 48.047 tonnes 2009/2010 - 46.2 tonnes 2010/2011 - 61.7 tonnes
2.	Take appropriate action to improve recovered percentage re point above	Refer above and also previous page
3.	Update & publish all current Product Stewardship initiatives	All initiatives now published on web site http://www.epson.com.au/company/environment/index.asp

KPI 8: Reductions in packaging items in the litter stream.

Please enter your targets for this year or milestones in your plan and the extent to which they were achieved.

Please indicate your progress this year towards achieving your annual targets and milestones for KPI 8

	Target: What were your annual targets for the reporting period?	Actual: What did you achieve?
1.	Review packaging items for potential litter and elicit ways to reduce this potential	As most of our product goes through a number of distribution levels before it ends up in consumer hands, most of the packaging is either handled via local council recycling schemes or the packaging is held by the consumer for transport at a later date.

PART C – Your Experiences

Please use the fields below to share with us any achievements, good new stories or areas of difficulty in making progress against your plan and the Covenant Goals and KPIs. Provide as much detail as you feel is appropriate.

24. Key achievements or good news stories.

Our continued product stewardship advancements in recycling and re-use, and reduction of CO2 emissions (by 52% from 2002/03 to 2010/11) are environmental areas that Epson Australia is justifiably proud of. To date we have recycled over 2.3 million ink and toner cartridges within the C4PA program.

25. Areas of difficulty in making progress against Covenant KPIs.

Epson Australia is a small company in Australia with a very lean staffing structure. All our products are imported in a fully packaged state (as part of global distribution) - no re-packaging is carried out in Australia. Although our parent adopts environmental designs in packaging we have little ability to influence this.

Our parent seeks to ensure packaging is minimised (in order to reduce shipping costs) to the maximum extent possible.

Also our sales into the consumer market are not direct with our customers and the packaging is ultimately removed in the home so that it can be recovered via domestic recycling or customers retain the packaging for later use in moving the product

26. Any other comments.

We believe that now that the APC has been running for a few years it should be more focussed on where real improvements can be made in packaging design and reduction of litter, rather than pursuing a "catch-all" policy that treats all packaging as being of equal concern.