

GLASS PACKAGING FORUM

Product Stewardship Scheme

ACCREDITATION REPORT

2023-2024



THE
PACKAGING
FORUM



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OUR PURPOSE

ZERO CONTAINER GLASS TO LANDFILL

Glass bottles and jars are 100% recyclable and can be recycled over and over with no loss of quality. They're an excellent example of the circular economy in action.

Recycling glass saves natural resources, reduces CO₂ emissions, saves energy, and grows our circular economy.

Our goal is to capture all glass bottles and jars for recycling, reuse or refill, or, when that's not possible, alternative uses.

We support solutions for all container glass (beverage and non-beverage containers) which keeps glass in circulation at its highest quality and value.



SCHEME SCOPE

The Glass Packaging Forum (GPF) is Aotearoa New Zealand’s voluntary product stewardship scheme for glass bottles and jars.

We are funded entirely by our members, based on the tonnage of glass they put into the New Zealand market. This is used to improve outcomes for glass, primarily achieved through contestable grant funding rounds.

Grant applications are assessed by the Scheme Manager and Steering Committee to ensure funding is applied to positively impact glass recovery, recycling, reuse or alternative use. Funded projects range can from infrastructure and reuse to plant and public place recycling.

The Scheme Manager also works to improve outcomes for glass by facilitating stakeholder relationships, offering advice, expertise and support, and advocating for policies which support best-practice glass recovery methods.

The Scheme Manager also actively engages with members, consumers, and wider stakeholders through a variety of communications channels.

Sustainable development goals

The GPF recognises the significance and value of the United Nations’ Sustainable Development Goals (SDGs).



Goal 12: Responsible Consumption and Production

The scheme enables our members to take increased responsibility for the products they put into the market, by funding initiatives through their voluntary levies.



Goal 13: Climate Action

By improving the circularity of glass in New Zealand, the scheme and its members are helping reduce the impact of climate change. Recycling glass requires less energy, fewer natural resources, and is a more carbon efficient process than manufacturing glass from virgin material.



Goal 17: Partnerships

The GPF partners at a local level with organisations throughout the supply chain, based on a shared goal of increasing the recovery and recycling, or reuse, of glass in Aotearoa.

REPORTING PERIOD



The GPF product stewardship scheme was re-accredited by the Associate Minister for the Environment on 23 March 2018 for a period of seven years. This is the final report in that period.

This report covers:

Financial reporting for the date	1 April 2023 – 31 March 2024
Funding awarded	1 April 2023 – 31 March 2024
Mass balance reporting for the dates	1 July 2023 – 31 June 2024

(in line with council reporting year)

EXECUTIVE SUMMARY

Looking inward to look outward

This reporting period partially covers the last year of the accreditation period with the Ministry for the Environment. An application for reaccreditation has been submitted.

Previous reports have highlighted the need to evolve the existing voluntary product stewardship scheme toward a regulated extended producer responsibility model (EPR). A major focus for this period was reflection and focus on our strategy to ensure the ongoing relevance and effectiveness of the scheme.

A significant amount of time and effort went into a project to identify the GPF's ongoing function in New Zealand's larger glass recovery landscape.

This involved:

- Consulting with stakeholders
- Conducting consumer research
- Analysing results for insights and future scheme direction
- Exploring alternative operating models, and
- Developing a clear brand position

We interviewed prospective, past, and present members to get a better understanding of the future goals and ambitions of the scheme. Four initial actions to guide the GPF's workplan were recommended to the steering committee:

- Increase network storage capacity by funding infrastructure improvements
- Focus on increasing glass recovery from the hospitality sector, improving rural collection networks, and improving kerbside collections
- Build resilience by facilitating investment in new infrastructure, and
- Be more effective at telling our story and engaging with the public

Scheme performance

This reporting period saw a decline in container glass going to market and a correlating decrease in the tonnage of glass recovered, compared with the previous reporting period.

We were pleased to note an increase in the recovery rate as percentage of glass to market, as well as an increase in the recycling rate of the recovered glass.

GLASS TO MARKET 225,147 TONNES ↓ 16%

RECOVERY RATE 70% ↑ 4.9% PERCENTAGE POINTS

RECYCLING RATE 66% ↑ 5.4% PERCENTAGE POINTS

The decline in the glass to market can be attributed to the prevailing economic downturn and cost of living crisis facing New Zealanders. There was also a move away from glass, by producers, to other packaging types in line with efforts to reduce costs.

While the recovery rate saw a notable increase it must be noted this is in line with expectations due to the fact the Auckland materials recovery facility (MRF) was shut for 10 weeks in the 2022-2023 reporting period, effectively skewing the results for that period.

There was an increase in the recycling rate, which is heartening considering it is facing headwinds of soft market demand, largely due to the current economic climate.

Funding

Funding is one of the scheme's four KPIs. Typically, there are three funding rounds with improving infrastructure having been a focus over recent years. The committee felt that in recent years grant funding had only been able to make marginal improvements to recovery rates.

Subsequently, this reporting period, as part of a strategic review of the scheme, the committee decided to temporarily suspend grant funding, and unspent funds were placed in reserves for future funding opportunities.

This pause has allowed the committee to reassess the priorities, effectiveness, and reach of any funding awarded to ensure maximum impact.

This approach allowed for the strategy work to be completed and funding priorities to be identified as part of a future work plan. Priorities for future applications will include:

- Potential to build network capacity and resilience
- Ability to Increase the recovery of glass from underserved communities such as rural and holiday communities
- Ability to Increase glass recovery from the hospitality industry, which is currently estimated to have a low recovery rate
- Projects which promote glass as a highly recyclable packaging material and improve the quality of recovered glass

A total of \$34,740 was spent over this reporting period, of which \$31,840 was allocated to fund the strategic review. One, small grant was approved of \$2,900 for the Northland Fritter Festival. The event achieved an excellent 81% waste diversion rate, including glass. A number of projects came to our attention during this period that will be funded during the next period.

Membership

The reporting period saw membership stay largely unchanged. The current economic climate has impacted consumption trends, coupled with uncertainty around a decision by government on a container return scheme, which continues to impact the ability of the scheme to attract new members.

Engagement with central and local government

The 2023 national election saw a change of government, but no policy changes affecting the scheme.

The GPF works diligently to raise the profile of glass packaging and its recyclability at both central and local government level. We prepared and supplied a briefing paper to incoming Minister for the Environment, Penny Simmonds on the current state of container glass recovery and recycling, including challenges, solutions and ways the Government can collaborate with the GPF to achieve the best possible environmental outcomes.

We have also taken the approach to make submissions on all council Waste Management and Minimisation Plans (WMMP's) that are released for consultation. Our approach is to support the great work being undertaken by local councils in improving resource recovery outcomes, particularly for glass. This includes moving away from co-mingled collections.

GOVERNANCE



Who we are

Our steering committee is elected from our membership and provides guidance and strategy to the scheme manager.

The committee also approves budgets and funding requests from the GPF contestable fund. Selected steering committee members represent GPF interests on the board of The Packaging Forum, which is responsible for the management of levies, administration, and recordkeeping for the GPF.

Day-to-day operational management of the scheme is contracted to 3R Group. The scheme manager reports to the steering committee chair and provides information, advice, and expertise to assist the steering committee in its decision-making.



Monique Sprosen
Pernod-Ricard
Chair



Mark Campbell
Asahi Beverages (NZ)



Debra Goulding
Foodstuffs NZ



Penny Garland
Visy Recycling




Nick Keene
Hospitality NZ



Sara Tucker
Lion



Dominic Salmon
3R Group Ltd
(Scheme Manager)



SCHEME OPERATION & RESULTS

Mass balance results

Data methodology

Our data methodology remained unchanged from the previous reporting period, and we continued to have a high level of confidence in our mass balance calculations.

We draw on data from local councils and their contractors, end users of recycled glass, Statistics New Zealand, as well as GS1 and Circana (formerly IRI).

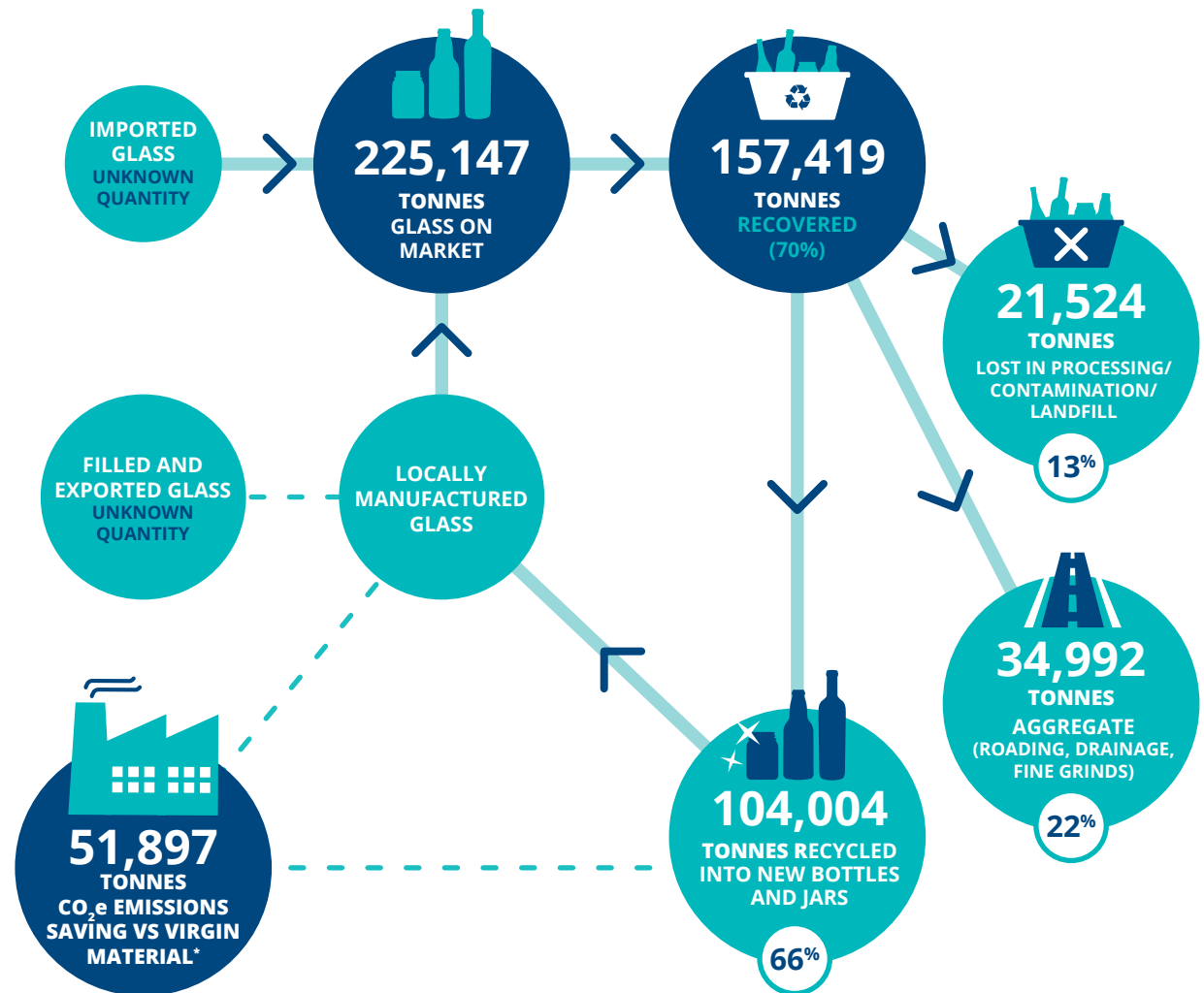
We also retained the data gained through extensive work with our members on weights and percentages by product type. This is used to calculate the percentage of products in glass packaging, and confirm bottle weights.

Council data is vital due to their involvement in the collection of glass from kerbside and recycling drop off points. Data is collated through a survey to provide intelligence on how glass is collected, the tonnage and the end markets utilised. We were pleased to once again have a response rate of over 80% to our council glass data survey.

A survey is also completed by industry players providing end markets for glass. This again provides information on tonnage processed and actual end use or destination.

The resulting data is robust and shows:

- **66%** recycling rate, up **5.4%** on the previous period
- **70%** recovery rate, up **4.9%** on the previous period
- **45,529** fewer tonnes of glass to market during this reporting period than the previous one – a drop of **16%**
- **18,813** fewer tonnes recovered this period than the previous one. This is a **10%** decrease and can be attributed to a notable decrease in glass to market this period



* 499kg per tonne of material recycled Grant Thornton product stewardship scheme design for glass (pg 82)

Auckland glass is key to improving recovery and recycling

During this period Auckland reported a significant increase in tonnage recovered compared to the previous period, when their MRF was closed for 10 weeks, causing a significant loss to landfill.

However, the **35,468 tonnes** recovered was **25% less** than the **47,416 tonnes** they recovered in 2020-2021.

A total of **15,968 tonnes** of this was used as landfill cover or had alternative uses, highlighting the contamination problems Auckland still faces due to its reliance on co-mingled collections.

Auckland remains a key market for improving New Zealand's glass recovery and recycling rates – something we emphasised when we submitted on the council's draft Waste Minimisation and Management Plan 2024.



Increase in recycled content in locally-made glass

While the scheme has no control over the manufacture of glass in New Zealand, it's pleasing to note that in April 2024 Visy Glass reported an average of **63%** recycled content in their glass packaging across New Zealand and Australia of **63%**, and **75%** on average for coloured glass (green and amber).

Visy Glass has a goal of **70%** recycled content on average across New Zealand and Australia.

The company's ability to increase recycled content is dependent on technical restrictions, low contamination rates (which mean a steady supply of high quality recyclable material), and demand from the market for its products.

The percentage of recycled content in container glass made outside of Australia and New Zealand is currently unavailable.

Objectives and targets

OBJECTIVE	PARAMETER	2024 TARGET	2022-23 PERFORMANCE	2023-24 PERFORMANCE
Increase in the volume of container glass recycled	Report on diversion activity and be recognised as the reliable source of container glass recycling data by collating national data on container glass diverted from landfill via all activities	82% of total container glass into market is diverted	65.1%	70%
Completeness of Scheme	Close the gap between consumption data and tonnage declared by members	90% of consumption data comes from members	GS1 catalogue and Circana (formerly IRI) scan set data used. Detailed analysis undertaken of data provided by largest members	All consumption data used comes from members, product specifications and Statistics NZ
		≥ 60% industry engagement survey response rate	-	-
Stakeholder support	Management and operational staff with council and the commercial collector network who have direct influence over glass recycling in their region are actively engaged in the scheme	≥ 60% local government engagement survey response rate	89% engagement from local government on mass balance survey, either directly or through contractors	80% engagement from local government on mass balance survey 12% local government information provided by industry
Contribution to community	GPF investment fund set aside for regional recycling initiatives annually	Budgeted investment fund allocation represents at least 40% of total operations budget by 2024	35.9%	7%* Funding suspended for focus on strategy and future direction

*Funding temporarily suspended during this reporting period, see page 7

Advocacy and stakeholder engagement

Stakeholders:

- Scheme members
- Other producers (potential members)
- Councils
- Consumers
- Recycling contractors and processors
- Community recycling organisations
- Grant applicants
- Government bodies
- Elected government officials

Our communications:



EDM

6

E-NEWSLETTERS



MEDIA

9

MEDIA RELEASES

RESULTING IN 11
EDITORIAL ARTICLES



SOCIAL MEDIA

221,229

CONTENT REACH

352

PAID IMPRESSIONS

5,889

WEBSITE
(PAGE VIEWS)

Engagement is a strong focus for the GPF – from scheme members to broader stakeholders, and members of the public – to promote and achieve better environmental outcomes for glass.

We do this through regular newsletters (both member-only and general), webinars, social media, media releases, blog posts, advertorials and paid advertising.

Glass separate collections

Best practice, glass separate kerbside collections remained a staple piece of advocacy this reporting period. We engaged both directly with council staff where possible and through submissions on waste minimisation and management plans.

Most notably, we submitted on the Auckland City Council draft Waste Minimisation and Management Plan 2024. In our submission we highlighted how Auckland has an opportunity to shift the dial on the national recovery and recycling rate by moving away from a co-mingled collection system.

Council data

A crucial data point for our mass balance work is the councils and their contractors around the country. We once again invested significant time to carry out a survey to gather this data.

The survey also acts as a good touch point for learning about challenges and roadblocks faced by councils in terms of collecting glass for recycling.

FINANCIAL INFORMATION

Glass Packaging Forum incorporated statement of profit and loss
For the year ended 31 March 2024

REVENUE

Interest income	16,500
Levies	495,655
Total revenue	512,155

EXPENSES

Operating costs

External funding projects	34,740
Third party verification	13,160
Travel & accommodation	2,913
Data capture/monitoring/audit	17,562
Member/stakeholder engagement, external communications	52,013
MfE reports	15,731
Total	136,119

Overhead costs

Bank fees	15
CEO/Scheme Managers/administration	134,987
General	738
Subscriptions/software	581
Telecommunications	732
Website hosting/Facebook & support costs	2,124
Website design & development	265
Total	139,442
Total expenses	275,561
Taxation expense	3,348
Net surplus (deficit) after taxation	233,246

Thank you to our members for improving outcomes for glass

Membership for financial year 2023-2024

AB- Inbev (NZ) Ltd

Antipodes Water Company Ltd

Arthur Holmes Ltd

- Techpack Supplies Ltd

Asahi Beverages - brands include:

- The Better Drinks Co Ltd
- Charlies
- Phoenix
- Canterbury Cream
- Everglades
- Asahi
- Boundary Road Brewery
- Carlsberg
- Founders
- Grolsch
- Haagen
- NZ Pure
- NZ Larger
- Peroni
- Ranfurly Draught
- Somersby
- Wild Buck
- 19 Crimes
- Black Grape Society
- Fat Bird
- Fickle Mistress
- Old North Road
- Matua
- Penfolds
- Pepperjack
- Rawson's Retreat
- St Huberts
- Saltram
- Shingle Peak

- Squealing Pig

- Wolf Blass

- Wynns Coonawarra Estate

- Black Heart

- Cody's

- Cruiser

- Ivanov

- Larry

- Long White Vodka

- Seagers

- Wild Moose

- Woodstock

- KGB

- Cider

- Somersby

Ata Rangī Vineyard

Babich Wines Limited

Beam Suntory (NZ) Ltd

Bundaberg Brewed Drinks

Benton Wines

Chateau Waimarama

Cloudy Bay Vineyards

Coca-Cola Europacific Partners Ltd

Constellation Brands New Zealand Limited

- Craft Union Wines

- Kim Crawford Wines

- Robert Mondavi Winery

- Ruffino

- Selaks Wines

- Simi

- The Prisoner Wine Company

- Tipping Point

- Young & Co

DB Breweries Ltd

- Double Brown

- DB Draught

- Export

- Flame

- Heineken

- Kingfisher

- Monteiths

- Murphys

- Old Mout Cider

- Orchards Thieves Cider

- Rekorderlig Cider

- Sol

- Tiger

- Tuatara Brewing Company

- Tui

Delegat Limited

Endeavour Consumer Health Ltd

- Red Seal

Foodstuffs North Island Ltd

Foodstuffs South Island Ltd

Frucor Suntory New Zealand Ltd

Giesen Group Ltd

Hansell's Food Group

Hunter's Wines (NZ) Ltd

Integria Healthcare

Jacobs Douwe Egberts NZ

Karma Drinks Ltd

Lawson's Dry Hill Winery

Kono Beverages

- Aronui Wines

- Tohu Wines

Lion – 80+ brands including:

- Becks

- Belle-Vue Kriek

- Corona

- Guinness

- Hoegaarden

- Kilkenny

- Leffe

- Lion Brown

- Lion Ice

- Lion Red

- Speights

- Steinlager

- Stella Artois

- Waikato Draught

- Daniel Le Brun

- Huntaway

- Kopiko Bay

- Leefield Station

- Lindauer

- Martinborough Vineyards

- Mt Difficulty

- Morton Estate

- Russian Jack

- Te Hana

- Te Whare Ra

- The King's Series

- The Ned

- Verde Methode Traditionelle

- Wither Hills

Moi Agencies Limited

(resigned May 23)

Liquorland Ltd

Nestle New Zealand Ltd

New Zealand Beverage Council

Palliser Estate

Pernod Ricard Winemakers NZ Ltd – brands including

- Absolut

- Ballantines

- Chivas Regal

- Havana Club

- Jameson

- Malibu

- Brancott Estate

- Church Road

- Deutz

- GH Mumm

- Jacobs Creek

- Ceders (non Alcoholic)

- Kahlua

Saverglass New Zealand

Simplot New Zealand Ltd

Te Mata Estate

Visy Glass

Wainhouse Distribution Ltd

Woolworths

Villa Maria Estate (Indevin)

- Vidal Wines

- Esk Valley Estate



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