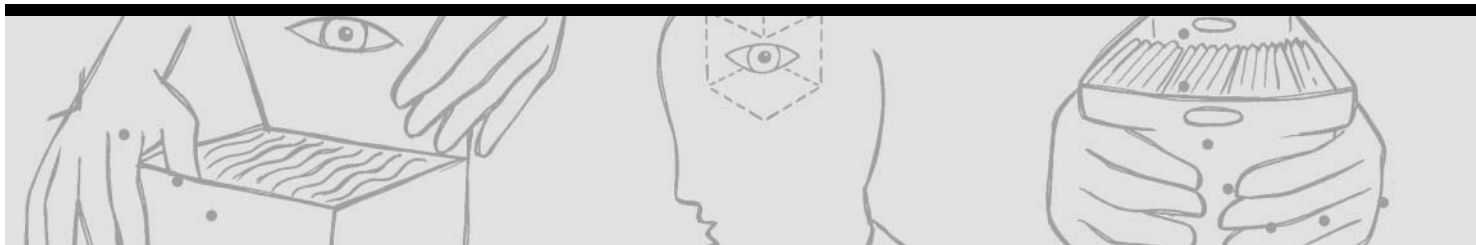


# Central Government

:: SECTOR ACTION PLAN



## CENTRAL GOVERNMENT SECTOR ACTION PLAN

### NEW ZEALAND PACKAGING ACCORD 2004

#### 1. INTRODUCTION

The *New Zealand Packaging Accord 2004* builds on the concept of voluntary extended producer responsibility (EPR) where the producer is the body having most control over choosing materials and designing products. In the case of packaging, brand owners and retailers share this responsibility with packaging manufacturers.

The packaged goods industry supports EPR as it applies to packaging. This Accord does not apply to goods contained in the packaging.

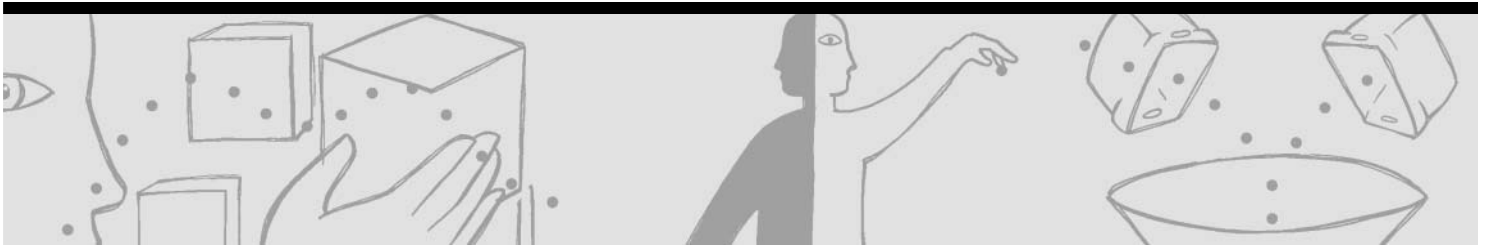
Central government has signed this action plan to demonstrate its commitment to ensuring the sustainability of packaging used in New Zealand and to keep looking for opportunities to improve it. Since achieving Accord goals will require significant joint effort and the Accord aims to bring together all parties involved in the packaging lifecycle, this commitment extends to working with other sectors.

Central government is a major purchaser<sup>1</sup> and user of packaging, and its activities have a proportionate impact on the packaging life cycle – from design through to recovery or disposal. Since it can significantly influence the supply chain of packaged goods it will endeavour to set procurement policies on using resources sustainably and minimising adverse environmental and social impacts.

Central government also demonstrates its commitment by incorporating the Accord's principles in its waste reduction/resource recovery policies. Government can fund initiatives, consumer education, marketing and feasibility studies of potential markets for recovered materials.

Packaging is crucial to consumer health and safety. It is therefore important that brand owners and retailers take responsibility for informing other sectors about the health and safety aspects of their product packaging.

<sup>1</sup> "New Zealand government departments have an aggregated spending somewhere in the region of \$1.8bn/year. This includes expenditure such as office equipment, travel and motor vehicles but excludes personnel and consultants costs. Crown entities (including health and education entities, but not including State Owned Enterprises) spend a further \$3.5bn/year [Government departments and Crown entities spend a total of \$5.3bn/year.]" (State Service Commission's Syndicated Procurement Unit's Strategy – Draft for Comment, December 2003).



## 2. ABOUT THIS SECTOR

Central government's potential influence on packaged goods extends to:

- regulating the entire lifecycle of packaged goods from the extraction and processing of virgin materials through to design, manufacturing, marketing/selling, consumption and use patterns, and post-consumption
- influencing consumer purchasing and use patterns and post-consumption recovery and disposal of packaged goods by keeping the public informed and involved
- influencing the supply chain from the extraction and processing of virgin materials, through to design, manufacturing, market development for recovered materials, and marketing/selling of packaged goods.

## 3. THIS SECTOR ACTION PLAN

As part of the process, all parties to the Accord have prepared sector action plans. Sectors represented in the Accord are:

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1. Aluminium
2. Brand Owners and Retailers
3. Central Government
4. Glass
5. Local Government New Zealand
6. Paper
7. Plastics
8. Recycling Operators of New Zealand
9. Steel

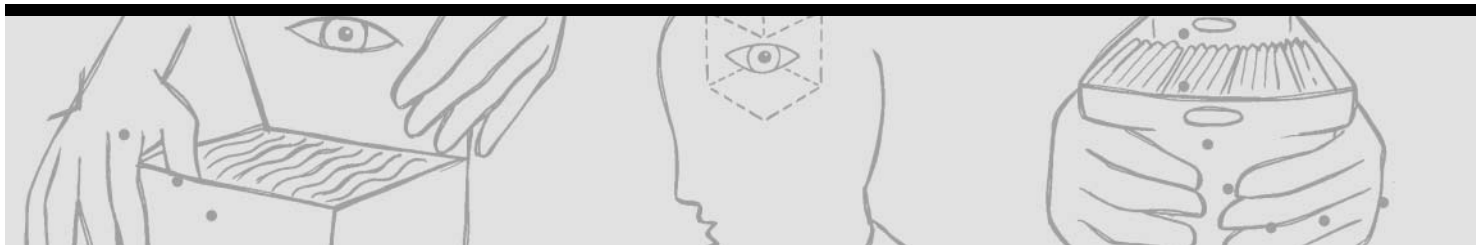
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This sector action plan identifies how central government will contribute to achieving the objective of the *New Zealand Packaging Accord 2004* along with related aspects of *The New Zealand Waste Strategy*.

It reflects the collaborative approach of the Accord process, which encourages all parties to work towards achieving a common objective and, of necessity, acknowledges that there are different ways of doing this.

Each party to this plan has agreed to the implementation of the activities/outcomes it lists as a minimum commitment to the Accord. The actions agreed to within the sector are detailed in the tables that follow, along with the timeframe the sector has to plan, implement and, where stated, achieve each of its commitments.

Activities vary to allow for the variation of the sector. As the action plan is put into effect, how the sector is coordinated and interacts will become clearer.



#### 4. PARTIES TO THIS PLAN

This action plan is coordinated by the Ministry for the Environment (MfE). Government departments and agencies wanting to be party to this Accord will signal their intention to the Ministry for Environment.

The following departments and agencies have been consulted in its preparation, acknowledge their role in the packaging chain and agree to support the *New Zealand Packaging Accord 2004*: Ministry of Health (MoH); Ministry of Consumer Affairs (MCA); Treasury (TSY); Department of Internal Affairs (DIA); New Zealand Food Safety Authority (NZFSA); Ministry of Economic Development (MED); Energy Efficiency Conservation Authority (EECA); Department of Prime Minister and Cabinet (DPMC); State Services Commission (SSC).

#### 5. WHAT THIS SECTOR ACTION PLAN CONTAINS

The sector has agreed to address all eight Accord measures of progress as listed below. It was agreed that not every measure will be equally applicable to organisations within the sector. However, as the areas are interconnected they should be read and interpreted in a synergistic manner. The measures for action are:

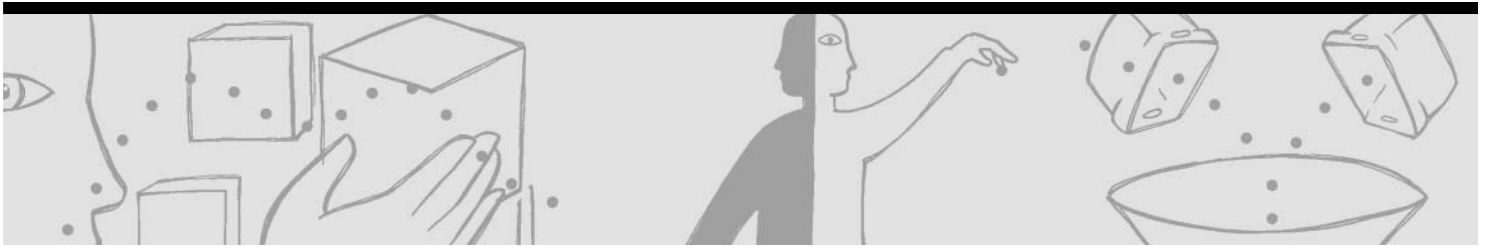
1. Mass balance data
2. Annual estimates of packaging waste to landfill (or other disposal methods) per person
3. Packaging design and procurement
4. Development of sustainable markets for reused and recycled packaging materials
5. Programmes to achieve national targets (including plastic shopping bag reduction target)
6. Consumer information and involvement
7. Accord promotion
8. In-house waste reduction and resource recovery.

All sector action plans operate at three related levels by identifying: what the organisation will do; what the sector will do; and how sectors will work together.

In general, during the first two years of the Accord (Years 1 and 2) the sector will work towards benchmarking its activities and progress. In the last three years (Years 3-5) there is an expectation of improvements being made. The sector will work with all other sectors to reduce the consumption of packaging and improve its recovery. It will report annually on the activities listed in this sector action plan and these will be publicly available.

Cabinet paper POL (03) 349 lays the foundation and outlines the tasks for the *Central Government Sector Action Plan*.

Appendix 1 is an inventory of existing policies and work programmes: *Sustainable Development Programme of Action* (DPMC, 2003); *New Zealand Waste Strategy* (MfE, 2002); *National Energy Efficiency and Conservation Strategy* (EECA, 2001); *Govt<sup>3</sup> programme* (MfE, 2003/05); *Growth and Innovation Strategy* (MED, 2002); *Syndicated Procurement Strategy* (SSC, Syndicated Procurement Unit, 2004); New Zealand Trade & Enterprise Design Taskforce.

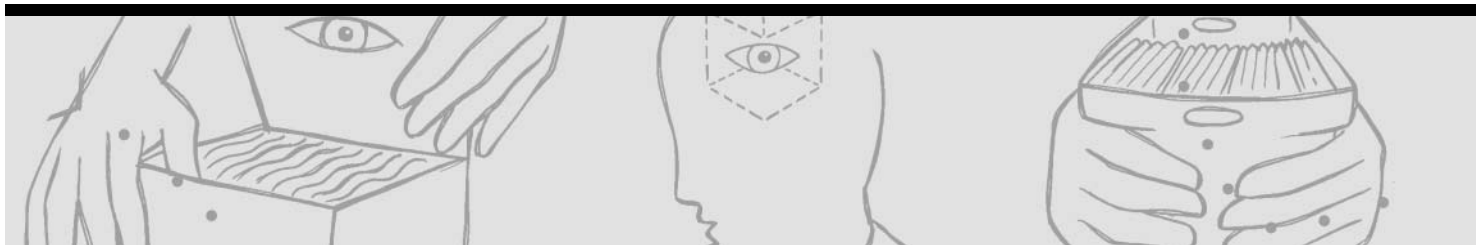


## 6. SECTOR ACTION PLAN ACTIVITIES

### 1. MASS BALANCE DATA (CLAUSE 20)

PAC.NZ will report aggregates annually on behalf of brand owners, retailers and packaging manufacturer groups. Weights of packaging materials consumed and recycled will be collected and presented in formats used since 1994, thus allowing year-by-year comparisons. Reporting methodology will be improved and data will be independently reviewed.

COMMITMENT	ACTIVITIES	YEAR
<b>COMPANY/ORGANISATION</b>		
Contribute to packaging consumption (including imports) and collection data.	MfE will work with local government to compare annual mass balance data with Solid Waste Analysis Protocol (SWAP) data measuring the trends of annual packaging waste to landfill or other disposal method (see section 2).	<b>Years 1-5</b>
<b>SECTOR</b>		
Collate data by packaging types by sector.	N/A	
<b>JOINT</b>		
Improve/revise format for mass balance data to achieve transparency.  PAC.NZ reports annually.  Independent review of PAC.NZ findings.	Cooperate with other sectors and participate in review as required.	<b>Years 1-5</b>

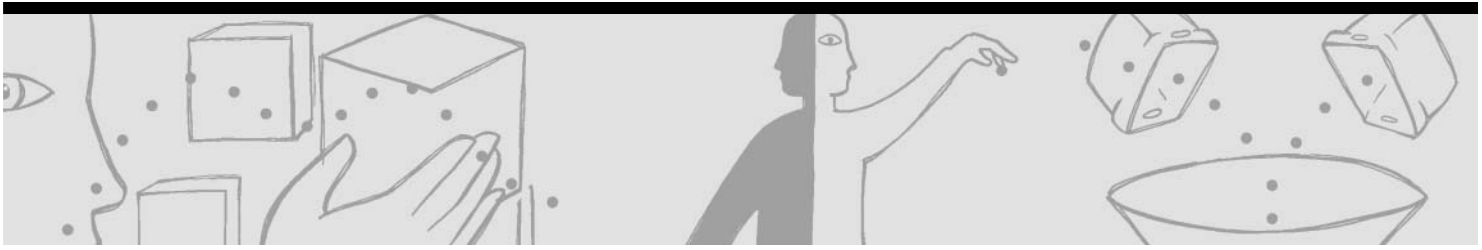


## 2. TRENDS OF ANNUAL ESTIMATED PACKAGING WASTE TO LANDFILL PER PERSON (CLAUSE 21)

Annual estimates of packaging waste to landfill (or other disposal method) per person by material (paper, plastic, glass, steel, aluminium, composites) and in aggregate, by weight. An eventual reduction in these rates will be one of the important indicators of the Accord's success.

COMMITMENT	ACTIVITIES	YEAR
<b>COMPANY/ORGANISATION</b>		
Collect data and report findings to all sectors on packaging types.	MfE in partnership with local government will undertake trials using sub-categories of packaging and non-packaging waste within SWAP surveys.	<b>Years 1-2</b>
	Rolling surveys year 2 through 5 and independently review data collected.	<b>Years 2-5</b>
<b>SECTOR</b>		
Improve packaging format for Solid Waste Analysis Protocol (SWAP).	MfE in partnership with local government will develop methodology to compare SWAP data to mass balance data – materials collected for recycling are deducted from consumption to give the amount sent to landfill (or other disposal method). SWAP data complements mass balance data and gives another estimate of packaging waste.	<b>Years 1-2</b>
	Data to be compared to mass balance data yearly and methodology improved/refined if necessary.	<b>Years 3-5</b>
<b>JOINT</b>		
Decrease in per capita rates of packaging waste to landfill.	Work with all sectors to reduce consumption and improve recovery of packaging. Report annually.	<b>Years 1-5</b>

The Ministry for the Environment in partnership with Local Government has instituted a SWAP baseline programme to provide solid waste composition information from four indicator sites around New Zealand. The objective is to establish national generic waste composition data and provide a basis for designing and interpreting New Zealand-wide SWAP surveys. Surveys are scheduled over two years with survey times chosen to take into account seasonal and annual variation.



The sites are:

- Silverstream Landfill – Hutt City Council
- Green Island Landfill – Dunedin City Council
- Matamata Transfer Station – Matamata Piako District Council
- Kaikoura Landfill – Innovative Waste Kaikoura/Kaikoura District Council.

Councils have made additional SWAP data available to the Ministry for the Environment including:

- Wellington City Council SWAP survey programme, two SWAP surveys at the Northern and Southern Landfills, survey of rubbish bag and wheelie bin collections, and recycling collection system (survey dates August 2002 and February 2003)
- Gisborne District Council – annual survey programme
- Westland District Council – annual survey programme
- Marlborough District Council.

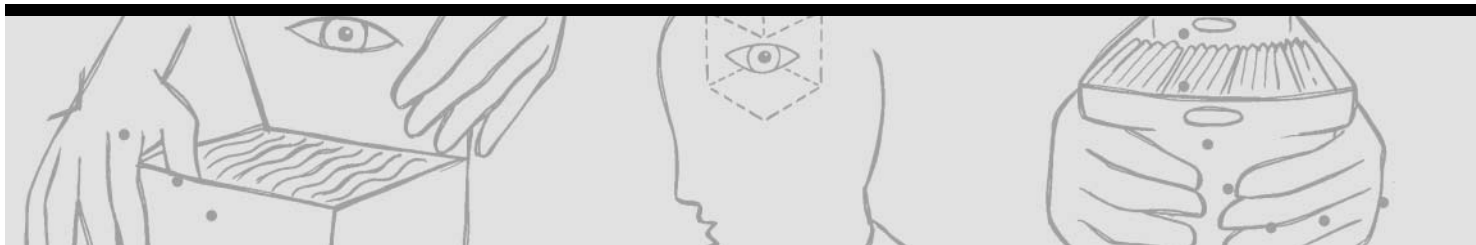
Existing SWAP surveys are to be split into secondary categories of packaging and non-packaging waste data in order to identify the amount of per capita packaging waste going to landfill. [Note: Phase 1 of SWAP baseline surveys is underway, but not, however, separating packaging from non-packaging waste. MfE is considering how to fund/implement separation (which will probably add 10 percent to survey cost). This will probably be implemented at the end of Phase 1.]

### 3. PACKAGING DESIGN AND PROCUREMENT (CLAUSE 22)

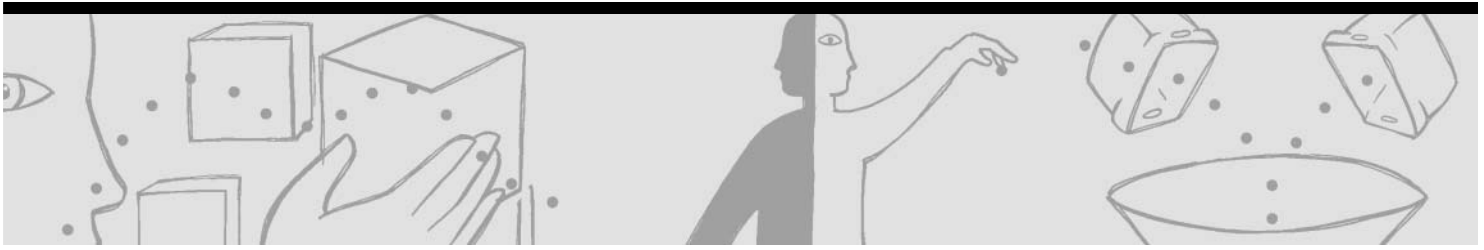
Annual sector action plan reports will document:

- **Packaging design:** a drive for sustainability in packaging design by creating and participating in better design industry training programmes, reviewing new and existing packaging against codes of practice, cooperating with the resource recovery sector during packaging design, and dealing with non-compliance with the *PAC.NZ Code of Practice*
- **Packaging procurement:** improving policies and practices by adhering to codes of practice for sustainable packaging procurement and through supply chain initiatives.

COMMITMENT	ACTIVITIES	YEAR
<b>COMPANY/ORGANISATION</b>		
Initiatives to improve policies and practices using a code of practice for sustainable packaging procurement.	MfE purchasing officers understand and adhere to the Accord and use guidelines/codes of practice for sustainable packaging procurement.  MfE will report baseline information on its supply chain (goods and services).	<b>Years 1-5</b>
Work with key suppliers to improve the sustainability of their packaging.	MfE will work with key suppliers to improve sustainability of their packaging (eg, cleaning products).	



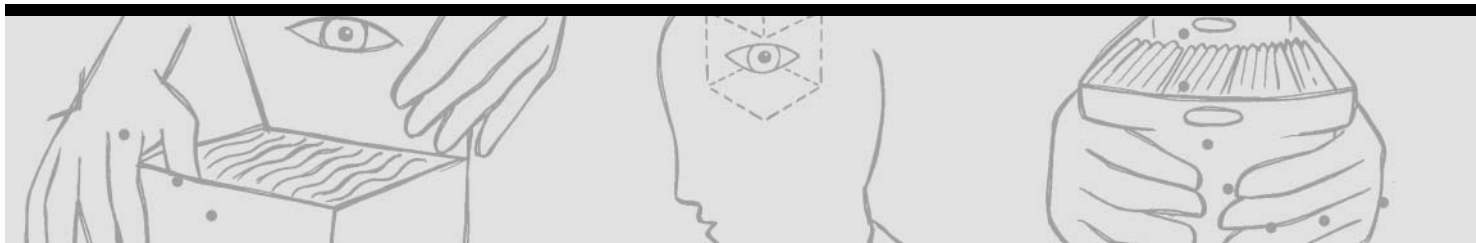
SECTOR		
Report the number/percentage of organisations working on policies and practices for sustainable packaging procurement.	Enhance government procurement officers' understanding of the Accord and sustainable packaging procurement, including the need to seek out recycled/recovered content in products.	<b>Years 1-2</b>
Report number/percentage of organisations working with key suppliers to improve the sustainability of their packaging.	Identify and promote syndicated procurement policies and practices to key players within central government (SSC Syndicated Procurement Unit, procurement officers, suppliers and customers) through <i>Govt<sup>3</sup></i> project. Develop guidelines/codes of practice in line with the Accord.	
Report on actions for sustainability of packaging design.	New Zealand Trade and Enterprise will report on the Design Industry Taskforce strategy for innovation in selected manufacturing sectors, as part of Government's Growth and Innovation Framework.	
	Implement syndicated procurement policies with key players in central government (SSC Syndicated Procurement Unit, procurement officers, suppliers and customers) through <i>Govt<sup>3</sup></i> project. Use guidelines/codes of practice.  Pilot projects working with key suppliers, review progress, and report results.  <i>Govt<sup>3</sup></i> programme participants use syndicated procurement to reduce packaging consumption and increase recovery.	<b>Years 3-5</b>
JOINT		
Develop a code of practice for sustainable packaging procurement.	Address design issues affecting procurement.  Cooperate with all sectors to develop a code of practice for sustainable packaging procurement.	<b>Years 1-5</b>



**4. DEVELOPING SUSTAINABLE MARKETS FOR REUSED AND RECYCLED PACKAGING MATERIALS (CLAUSE 23)**

Closing the loop on waste by developing and fostering sustainable markets for reused and recycled packaging materials. Annual sector action plan reports will document cooperative ventures between industry sectors, identify any barriers to, and any frameworks supporting, sustainable resource efficiency industries in New Zealand, and any results from joint initiatives.

COMMITMENT	ACTIVITIES	YEAR
<b>COMPANY/ORGANISATION</b>		
Develop purchasing policies that encourage the use of recovered materials.	MfE to raise awareness amongst central government procurement officers of government's ability to "create" markets on the demand side through syndicated government procurement of goods with recovered material content.	<b>Years 1-2</b>
	Syndicated government procurement creates demand for goods with recovered material content.	<b>Years 3-5</b>
<b>SECTOR</b>		
Report the number/percentage of companies/organisations with purchasing policies that encourage the use of recovered materials.	Report on assistance given by government departments and agencies to encourage businesses and organisations collecting and processing used packaging materials.	<b>Years 1-5</b>
<b>JOINT</b>		
Work with other sectors to develop and support sustainable markets for recovered packaging materials.	Work with Accord parties to identify barriers to, and opportunities for (eg, transport and glass issue in the South Island) developing mechanisms and supporting businesses and projects that improve collection and recovery of used packaging materials and sustainable markets for these materials.	<b>Years 1-5</b>



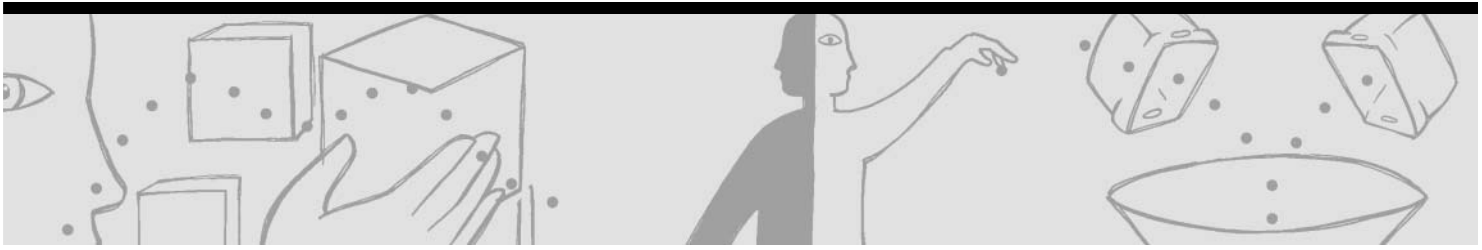
## 5. PROGRAMMES TO ACHIEVE NATIONAL TARGETS (CLAUSE 24)

The following are 2008 national recycling targets for recovery of packaging materials (by weight as a percentage of consumption):

- Aluminium 65%
- Glass 55%
- Paper 70%
- Steel 43%
- Plastic 23%

All sectors will review these targets and materials within two years of signing the Accord. A plastic shopping bag reduction target, by quantity, will be identified in the *Brand Owners and Retailers Sector Action Plan*.

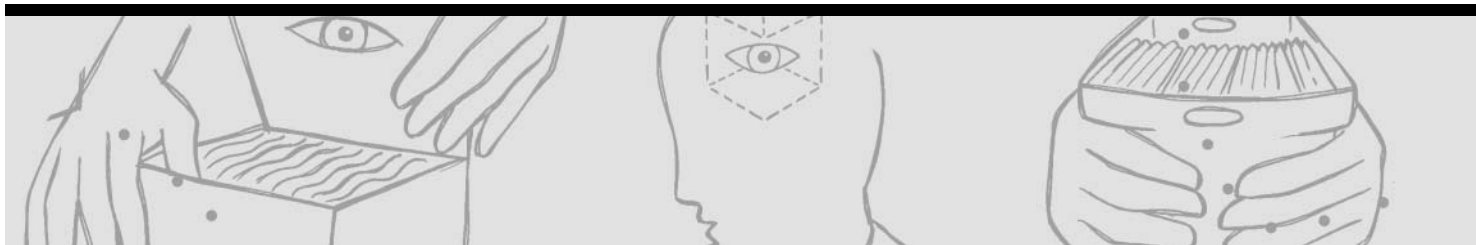
COMMITMENT	ACTIVITIES	YEAR
<b>COMPANY/ORGANISATION</b>		
Contribute to recovery and recycling systems.	MfE will collaborate with local government to identify options to improve kerbside recycling contracts.	<b>Year 1</b>
	MfE will collaborate with other sectors to identify improvements for the recovery of post-production/post-consumer packaging waste.	<b>Years 1-5</b>
<b>SECTOR</b>		
Use mass balance (and SWAP) data to track and report progress against targets.	Participants in the Govt <sup>3</sup> programme will be encouraged to identify options for improving recovery of used packaging materials with the aim of extending this to other central government departments and agencies.	<b>Years 1-5</b>
<b>JOINT</b>		
Identify and address recovery issues.	Work with all sectors to identify issues and develop programmes to address them.	<b>Years 1-5</b>
Meet agreed national recycling targets.	Ensure sectoral cooperation to reach national recycling targets by 2008.	
	Establish communication channels to notify recyclers of significant changes in packaging material.	



**6. CONSUMER INFORMATION AND INVOLVEMENT (CLAUSE 25)**

Ways of informing consumers and involving them in sustainable packaging design and packaging resource recovery programmes must be developed. Consumers must be made more aware of packaging issues and empowered to act on their decisions about packaging purchases, recovery and disposal.

COMMITMENT	ACTIVITIES	YEAR
<b>COMPANY/ORGANISATION</b>		
Implement relevant parts of the programme.	MfE in partnership with PAC.NZ will jointly lead the implementation of the national communications plan.	<b>Years 1-5</b>
<b>SECTOR</b>		
Assess programme and develop an implementation strategy.	Develop communication/media strategies promoting consumer information and involvement.  Align MfE and other central government and related websites: MfE, Reduce your Rubbish, 4 million careful owners, Big Clean Up etc. with the Accord.	<b>Years 1-2</b>
	Monitor results of consumer information and education undertaken by central government.	<b>Years 3-5</b>
<b>JOINT</b>		
Develop a communication strategy for consumer information on the Accord.	Establish a representative working group to: <ul style="list-style-type: none"> <li>Identify the critical components in educational material, cost-effective means for delivering messages and a timeline for implementation of activities. (This group should consider the timeframe over which educational materials will be produced and delivered and the date for review and modification of any programme).</li> <li>Review and evaluate existing educational material and programmes. Also identify other specific opportunities that will support the Accord generally, and the sectors in particular.</li> <li>Identify aspects which are consistent or inconsistent with Accord objectives and amend/delete them where they serve no other or a redundant purpose. Where programmes are consistent with objectives, critical factors are to be promoted and included in current and new programmes.</li> </ul>	<b>Years 1-2</b>



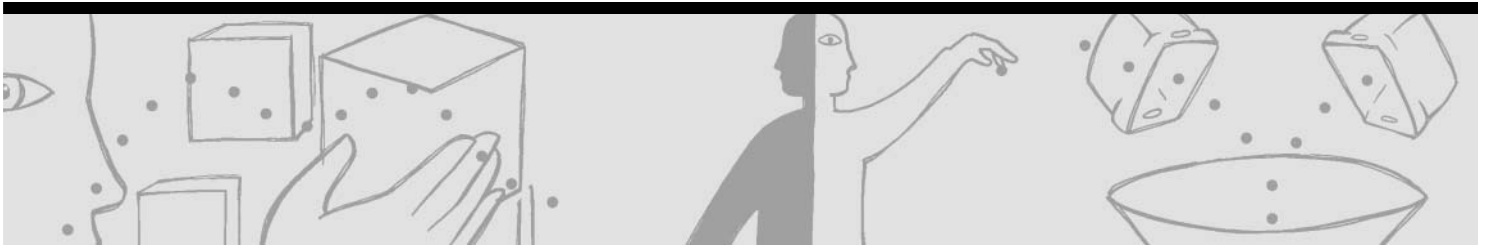
JOINT (CONTINUED)

- Develop clear, generic messages capable of implementation by all sector groups and appropriate for scaling to the size of individual operations. There should not only be consistency of message but also consistency of delivery.
- Ensure that generic messages are aligned with existing material.
- Identify and act on opportunities related to the *New Zealand Waste Strategy* and other programmes, such as *lifeafterwaste*.
- Identify effective ways of conveying information about packaging and the *PAC.NZ Code of Practice for the Packaging of Consumer Goods* and the complaints procedures it contains.

Inform consumers about the need for and the role of packaging eg, health and safety, tampering/pilfering, social and economic issues, its contribution to the total solid waste stream, levels of packaging recovery and recycling, the environmental footprint of packaging types, gains made in packaging performance and recovery to date and the part consumers can play in the Accord.

Monitor and review results and improve consumer information and education strategies as required.

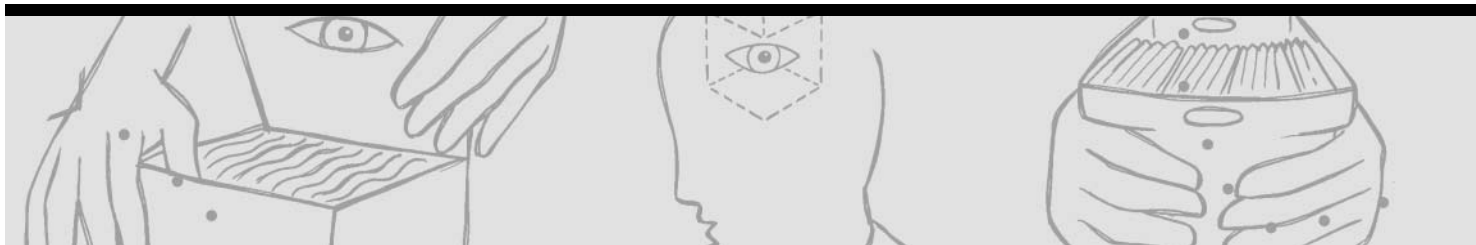
**Years 3-5**



7. ACCORD PROMOTION (CLAUSE 26)

Ensuring target sector and consumer audiences know about the Accord and that its issues involve them, as well as ensuring they understand the commitments embodied in sector action plans. It is also important to promote and recognise excellence in environmentally acceptable packaging.

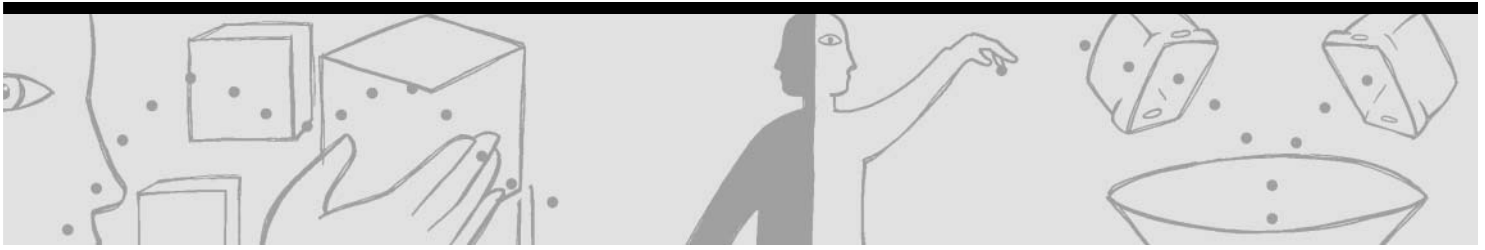
COMMITMENT	ACTIVITIES	YEAR
<b>COMPANY/ORGANISATION</b>		
Promote the Accord within the company/organisation.	<p>MfE in partnership with PAC.NZ will jointly lead promotion of the Accord.</p> <p>MfE will promote the Accord within central government.</p> <p>MfE will promote and encourage participation in the Green Ribbon Awards.</p>	<b>Years 1-5</b>
<b>SECTOR</b>		
Promote the Accord within the sector.	<p>Promote and disseminate information about the Accord both within central government and to the wider public through existing and new communication channels. For example: in-house newsletters; websites – Reduce Your Rubbish, 4 million careful owners; other government departments external newsletters; Accord launch by Minister for the Environment.</p> <p>Encourage and promote participation in appropriate environmental awards programmes eg, Energywise Awards.</p>	<b>Years 1-5</b>
<b>JOINT</b>		
<p>Work with other sectors to promote Accord.</p> <p>Target audiences:</p> <ul style="list-style-type: none"> <li>• signatories to the Accord (sector groups)</li> <li>• entire packaged goods industry (internal and external)</li> <li>• local government</li> <li>• central government</li> <li>• supply chain</li> <li>• media</li> <li>• consumers.</li> </ul>	<p>Develop concise and consistent messages for promotion within extended sector groups.</p> <p>Promote and encourage participation in environmental awards programmes like the Environmentally Acceptable Packaging Awards (PAC.NZ) and the Green Ribbon Awards (MfE).</p> <p>Provide ongoing assessment of the delivery of these messages.</p>	<b>Years 1-5</b>



**8. IN-HOUSE WASTE REDUCTION AND RESOURCE RECOVERY (CLAUSE 27)**

Promoting in-house waste reduction and resource recovery across sectors and reporting annually on any initiatives.

COMMITMENT	ACTIVITIES	YEAR
<b>COMPANY/ORGANISATION</b>		
Initiatives to reduce waste and improve resource recovery.	<p>MfE will:</p> <ul style="list-style-type: none"> <li>• implement in-house waste reduction and resource recovery initiatives</li> <li>• reduce amounts of waste per staff member, as part of key goals stated in Triple Bottom Line Report (MfE, 2003)</li> <li>• use waste audits to determine achievements in reducing waste and recovering resources</li> <li>• incorporate a sub-category of packaging/ non-packaging waste in Govt<sup>3</sup> waste audits conducted within MfE and central government.</li> </ul>	<b>Years 1-5</b>
<b>SECTOR</b>		
Report number/percentage of organisations with initiatives.	<p>Govt<sup>3</sup> programme participants will be encouraged to:</p> <ul style="list-style-type: none"> <li>• promote in-house waste reduction and resource recovery</li> <li>• report on waste reduction and resource recovery initiatives within central government</li> <li>• confirm audits (or similar reviews) have taken place.</li> </ul>	<b>Years 1-5</b>
<b>JOINT (NO JOINT COMMITMENT)</b>		



## APPENDIX

### EXISTING WORK PROGRAMMES AND POLICIES

#### NEW ZEALAND WASTE STRATEGY (2002)

The *New Zealand Waste Strategy* recognises the complexity of the waste problem and is working towards changing attitudes and behaviour with regards to waste and resource recovery. These changes include seeing waste as a potential resource and a symptom of inefficient resource use.

The strategy promotes changes that would help close the loop on resource use and waste generation in ways compatible with sustainable development. The strategy provides vision, goals and principles to guide development of waste reduction, resource recovery, and management policies. It also sets national targets for priority waste areas and outlines a programme of work to implement the new strategic direction.

The *New Zealand Waste Strategy* was developed by the Ministry for the Environment in partnership with Local Government New Zealand and included the Packaging Council New Zealand (PAC.NZ) and Recycling Operators of New Zealand. It recognises the importance of clear national direction and the day-to-day role of local government in managing waste and recovering resources.

Core policies advocated for waste reduction, resource recovery, and waste management are: sound legislation, high environmental standards, efficient pricing, adequate and accessible information, and efficient use of materials.

The *New Zealand Waste Strategy* sets out the following in relation to “green purchasing”:

- purchasing policies will be reviewed to accommodate Government’s commitment to reducing waste
- central and local government will develop and implement in-house waste minimisation programmes and promote their success
- links to triple bottom line reporting.

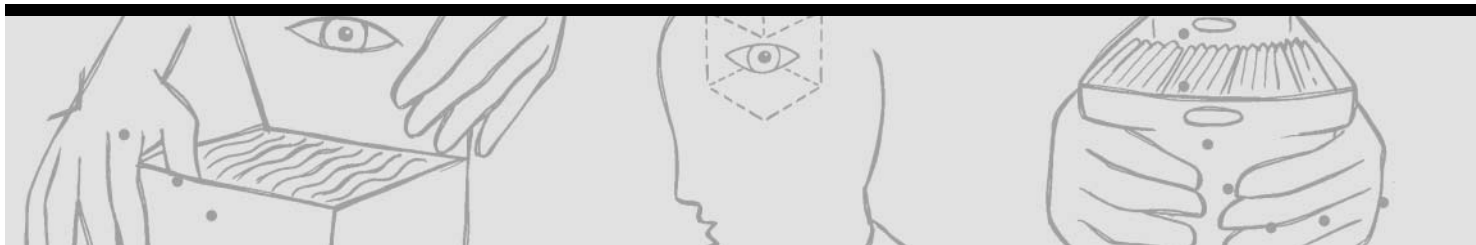
#### NATIONAL ENERGY AND ENERGY EFFICIENCY STRATEGY (NEECS)<sup>2</sup>

This is New Zealand’s first *National Energy Efficiency and Conservation Strategy*, prepared as a requirement of the Energy Efficiency and Conservation Act 2000. Its main purpose is to promote energy efficiency, energy conservation, and renewable energy in the context of a sustainable energy future.

The Strategy has been developed in the context of sustainability and is closely linked to related issues including New Zealand’s climate change response, the proposed *New Zealand Transport Strategy*, and the *National Waste Minimisation Strategy*<sup>3</sup>. The Strategy is a core element of the wider sustainability framework provided by the *New Zealand Sustainable Development Programme of Action*.

<sup>2</sup> *National Energy Efficiency and Conservation Strategy*, EECA (Energy Efficiency and Conservation Authority) Sept. 2001. See also *Getting New Zealand’s Energy Plan off the Ground – EECA and the Year Two Report on New Zealand’s Energy Efficiency Strategy*, 2003. NEECS states two main targets to be met by 2012: 1. 20 percent improvement in energy efficiency, 2. Annual boost in contribution of renewable energy (hydro, bio-energy, geothermal, wind and solar) by 30 petajoules.

<sup>3</sup> MfE, 2000. This document has been superseded by the *New Zealand Waste Strategy* 2002, MfE.



Action plans developed for Central and Local Government, energy supply, industry, buildings and appliances, and transport are an important part of the Strategy. The Action Plans for Central and Local Government includes, amongst other energy related measures, “Waste as an Energy Resource”, a measure whose objective is to “turn appropriate waste from ‘environmental’ costs into ‘energy revenue’”. The concept of “embodied energy” is important here. Inefficient use of resources is a waste of energy and so waste reduction and resource recovery save energy. Resource recovery is more energy-efficient because energy requirements are generally less than the costs of extracting virgin material.

The Strategy states the following actions designed to achieve this objective:

- working groups liaise with MfE’s Waste Management Programme to investigate current waste to energy situation
- review international experiences
- propose information and technology recommendations.

The key goal is to convert process waste into energy resources, reduce CO<sub>2</sub> emissions, offset other energy supplies, and minimise environmental effects of dumping. MfE is the lead government agency for this aspect of the Central and Local Government Sector Action Plans.

#### TRIPLE BOTTOM LINE REPORTING<sup>4</sup>

The Ministry for the Environment leads central government’s programme on triple bottom line reporting. It is encouraging other private and public sector organisations to adopt a similar approach to measuring their performance (economic, environmental, and social). The Ministry adopted a “leading by example” approach. This concept is important for the *New Zealand Packaging Accord 2004’s* Central Government Sector Action Plan, and also in the *Govt*<sup>3</sup> “walk the talk” programme (see below).

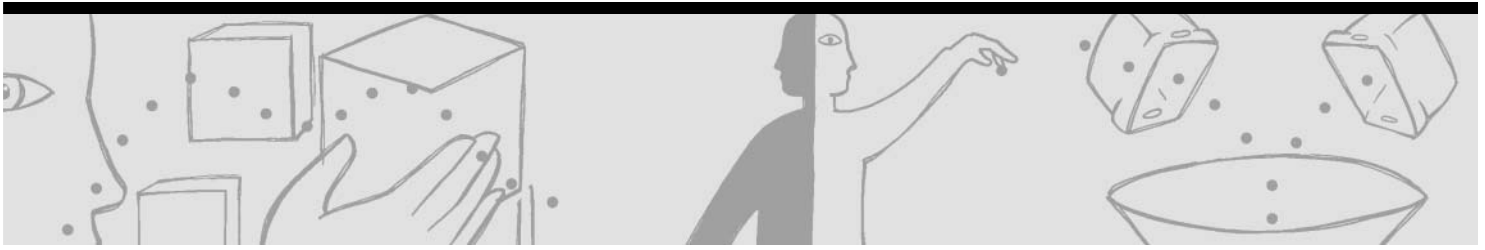
The *Triple Bottom Line Report*<sup>5</sup> (MfE, 2003; p19) stated the key commitments and targets for in-house waste minimisation as:

1. to initiate whole of government pilot schemes for in-house waste minimisation programmes, and promote their success
2. reduce waste per staff member per year by 10 percent.

This project has been brought into the *Govt*<sup>3</sup> programme.

<sup>4</sup> Towards a Triple Bottom Line, MfE, 2003.

<sup>5</sup> Triple bottom line reporting is part of a whole of government programme to finding better ways of measuring and reporting on progress towards sustainability at several levels, ranging from national, to local to organisational. (from: *Towards a Triple Bottom Line*, MfE, 2003, Foreword by the Minister for the Environment, Hon Marian L. Hobbs)



### GOVT<sup>3</sup> TOWARDS SUSTAINABLE PRACTICE (PROCUREMENT, IMPACT ASSESSMENT, REPORTING)

MfE, assisted by EECA, has formed a group of government agencies wanting to take practical steps towards reducing their impact on the environment.<sup>6</sup>

Govt<sup>3</sup> involves:

- assessing the organisation's main impacts on the environment
- helping to get started with eco-efficient procurement
- reporting on operational environmental performance.

Main goals are minimising use of energy and materials, the amount of waste sent to landfill, and CO<sub>2</sub> emissions by the government sector, and buying products that are better for the environment, which may result in reduced costs.

The two most relevant concepts for the *New Zealand Packaging Accord 2004* are:

1. procurement (including definition of need, specification, tendering and awarding of contracts, and contract management)
2. supply chain management (including product design, pre-manufacturing and manufacturing, packaging and distribution, use, operations, and disposal stages).

Here, sustainable procurement means consideration of financial, environmental, and social/cultural implications throughout decision-making and processes. This means using whole-of-life costing, rather than the traditional use of value for money, as the prime determinant in awarding contracts.

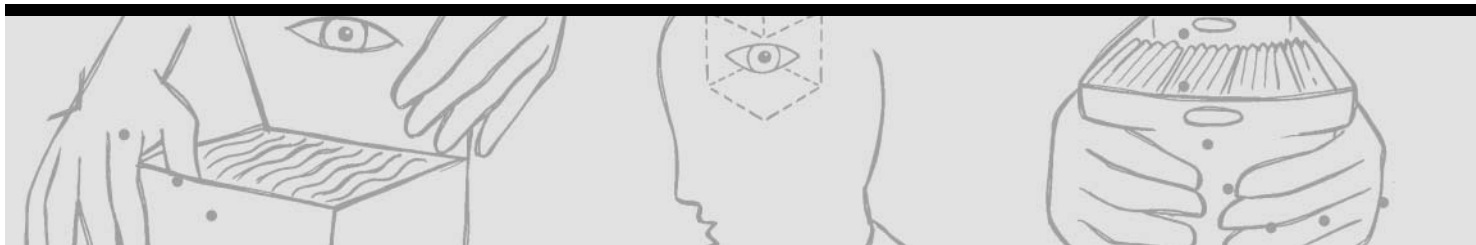
The project has begun by focusing on reducing the waste sent to landfill by central government agencies involved, and it is moving on to look at sustainability in publishing, vehicles, cleaning, computers, office furnishing, and provision of sustainable buildings.

Another theme has been the assessment of the sustainability of office products that are key goods for participating agencies. Work on paper is well advanced and is about to begin on toner cartridges.

A final theme is the development of policy tools, such as a procurement policy based on environmental sustainability, and an environmental management system. These will be in place by late 2004.

Further project development is likely to move it on to other public sector areas, including local government, and health and education.

<sup>6</sup> Currently involving work with Ministry for Social Development, Police, Office of Auditor-General, Department of Conservation, Inland Revenue, Ministry of Economic Development, Justice, Transit, Treasury, Environmental Risk and Management Authority (ERMA).



#### SYNDICATED PROCUREMENT STRATEGY

The State Services Commission's Syndicated Procurement Unit is developing a syndicated procurement strategy, closely linked to the *Govt<sup>3</sup>* programme.<sup>7</sup>

This strategy will attempt to unite central government's purchasing power thus creating the opportunity for it to influence goods and service providers to adopt more environmentally sustainable practices.

#### DESIGN INDUSTRY TASKFORCE

New Zealand Trade and Enterprise is working with industry to implement the *Success by Design Strategy 2003*, which promotes design and innovation in selected manufacturing sectors. It forms part of the Government's *Growth and Innovation Framework*.

<sup>7</sup> Syndicated Procurement Strategy (State Services Commission, Syndicated Procurement Unit, 2004).