P.o.P (POWER OF PRINT) SUMMIT '24
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CLASS NOTES
Sustainability

Sustainability

Exploring Definitions, Laws & Regulations and Carbon Mapping

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Emanuiel and Nicole represent SGS – the world's leading testing, inspection and certification company. SGS are recognised as the global benchmark for sustainability, quality and integrity. SGS is made up of 97,000 employees who operate a network of 2,650 offices and laboratories, working together to enable a better, safer and more interconnected world.

"The idea of sustainability can seem large and overwhelming but by understanding the basics it will be simpler"

DEFINING SUSTAINABILITY

Sustainability is conducting business operations in a manner that meets the needs of the present without compromising the ability of future generations to meet their own needs. This involves integrating environmental, social, and economic considerations into business strategies and practices to minimise negative impacts on the environment, society, and economy, while also maximising positive contributions.

Sustainability encompasses various aspects such as reducing carbon emissions, minimising waste generation, conserving natural resources, promoting social equity and inclusivity, ensuring fair labour practices, and fostering economic resilience. It involves adopting sustainable practices throughout the entire supply chain, from sourcing raw materials to production, distribution, consumption, and disposal. Ultimately, sustainable businesses aim to achieve long-term profitability while contributing to environmental protection and societal well-being.

5 KEY STEPS TO SUSTAINABILITY

Taking a five step approach and setting a sustainable goal or vision for your organisation is the best step forward towards sustainability:

1

Set Goals

Set clear, measurable sustainability goals that are aligned with the organisation's mission, values, and long-term objectives.

2

Assess Current Impact

Comprehensive assessment of the organisation's current environmental, social, and economic performance, including its impact on stakeholders and the broader community.

3

Integrate Day-to-day

Integrate sustainability considerations into the organisation's overall business strategy, decision-making processes, and day-to-day operations.

4

Develop your Action Plan

Develop a detailed action plan outlining initiatives, projects, and targets to achieve the organisation's sustainability goals.

5

Engage Stakeholders

Engage in proactive communication and stakeholder dialogue to build trust, demonstrate accountability, and showcase the positive impacts of sustainability initiatives on the organisation, society, and the environment.

ECONOMIC OPPORTUNITIES

Recycling Programs

Implementing comprehensive recycling programs for paper, cardboard, plastics, and other materials used in printing and packaging processes. This can include setting up collection points, partnering with recycling facilities, and educating employees and customers about the importance of recycling.

Material Recovery & Reuse

Developing processes for recovering and reusing materials such as paper and cardboard waste generated during printing and packaging operations. This can involve investing in equipment and technologies for material recovery and working with suppliers to incorporate recycled materials into new products.

Product Design for Recyclability

Designing products and packaging with recyclability in mind by using materials that are easily recyclable and avoiding complex or mixed materials that are difficult to recycle. This can reduce waste generation and lower the environmental impact of products throughout their lifecycle.

Green Packaging Solutions

Designing products and packaging with recyclability in mind by using materials that are easily recyclable and avoiding complex or mixed materials that are difficult to recycle. This can reduce waste generation and lower the environmental impact of products throughout their lifecycle.

Waste Reduction initiatives

Adopt waste reduction strategies such as using digital proofs instead of physical ones, implementing recycling programs for paper and other materials, and utilising biodegradable or compostable packaging materials.

Training and Capacity Building

Increase awareness and knowledge about sustainable product and waste management practices. This can empower employees to actively participate in sustainability initiatives and contribute to continuous improvement efforts within the organisation.
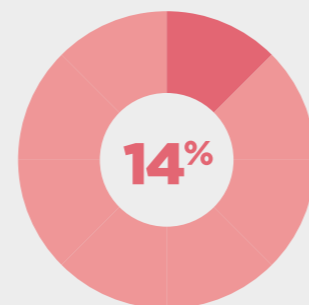
FMCG COMPANIES BOLD COMMITMENTS

EMPHASIZE RECYCLING/ RECYCLED CONTENT

60%
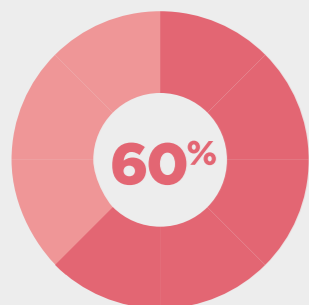
REDUCE TOTAL PACKAGING USE

26%
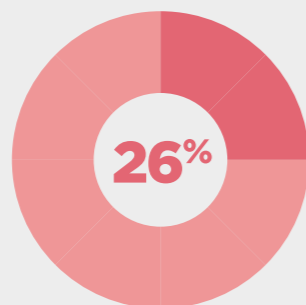
INNOVATE & PROMOTE CHANGE

14%

RECYCLING AND WASTE REDUCTION ACT 2020 (RAWR ACT)

The RAWR Act provides the legal framework to deliver a safe, circular economy for packaging in Australia.

MANDATORY PACKAGING RULES: 2025

> Australia's federal and state governments have agreed to impose mandatory packaging rules on manu-facturers and retailers. This landmark decision aims to tackle waste and boost recycling efforts.

> The new regulatory scheme will shift the country toward a circular economy, emphasising the reuse, recycling, and reprocessing of materials.

> These rules will include compulsory requirements for packaging design based on international best practices. Harmful chemicals and contaminants will also be regulated out.

RECYCLING CHALLENGES:

> Despite voluntary industry efforts, Australia currently recycles only 18% of plastic packaging, falling short of the 2025 target of 70%.

> Major companies like Nestlé, Unilever, and Coca-Cola have supported the call for regulation.

> The urgency arises from the environmental impact of excessive packaging waste, which harms ecosystems and marine life.

BOOMERANG ALLIANCE'S PERSPECTIVE:

> The Boomerang Alliance, a coalition of 55 environment groups, hails this agreement as the first substan-tial step in dealing with waste in two decades.

> It recognises the need to address plastic pollution and protect our oceans and climate.

OBJECTIVES (RAWR ACT)

The objectives of the RAWR Act include:

> to reduce the impact of products, waste from products and waste material on human and environmental health,

> to reduce the amount of waste from products,

> to support economic opportunities from product and waste management,

> to develop a circular economy that maximises the continued use of products and waste material over their lifecycle and accounts for their environmental impacts,

> to help Australia meet its international obligations which reduce impacts on human and environmental health.

TIMELINE (RAWR ACT)

A clear timeline for the implementation of the RAWR Act has been developed with a full delivery projected by 2025.

JUNE TO OCTOBER 2023
Modelling proposed mandatory obligations

NOVEMBER 2023
Environment Ministers' Meeting

MID 2024
Public consultation

LATE 2024 TO 2025
Legislative processes

END 2025
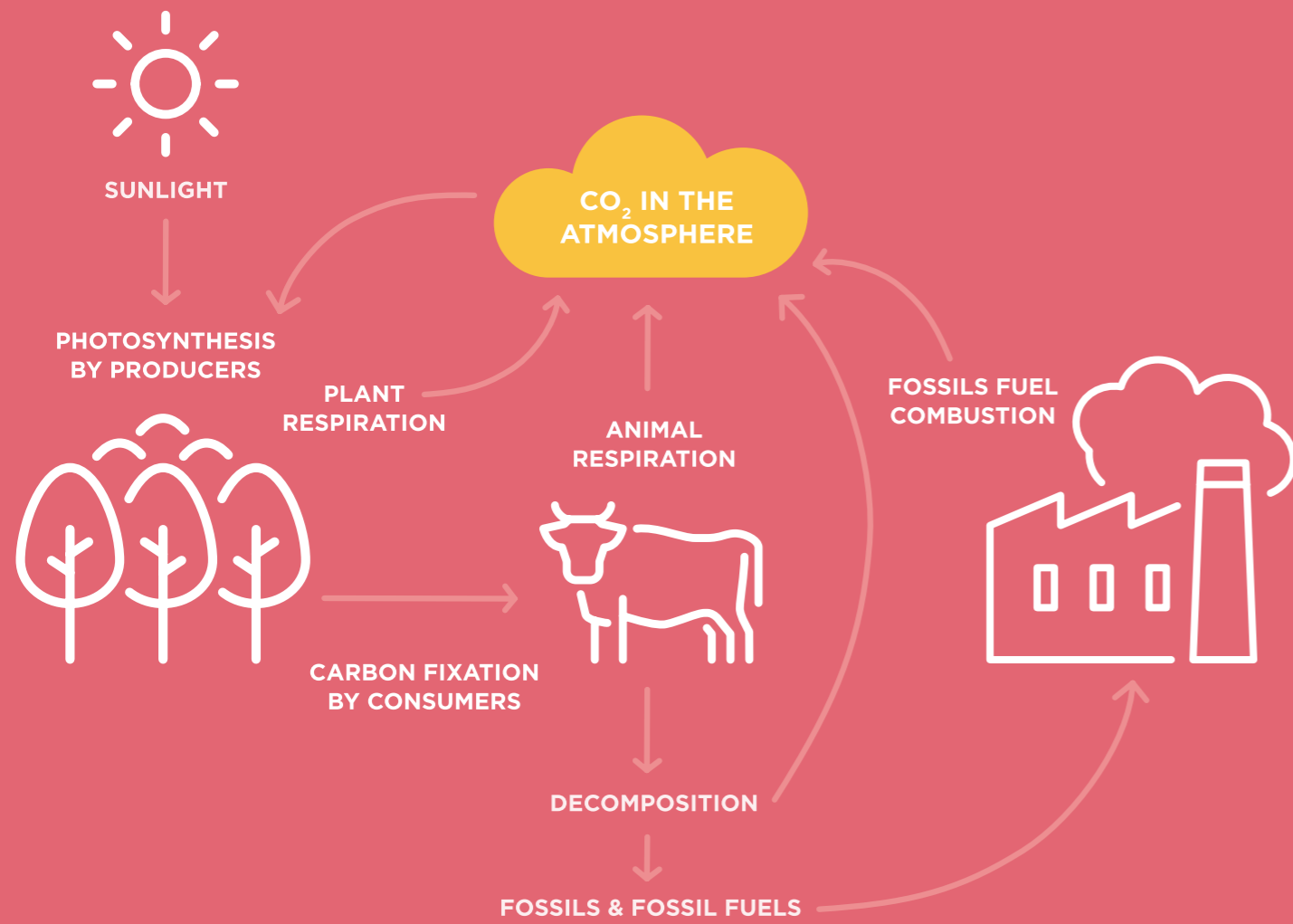New regulatory scheme established

EU PACKAGING AMBITIONS

Looking to the EU for guidelines can be helpful as Europe are often one of the main drivers of sustainability. Generally speaking, Europe are the benchmark of setting the goals, regulations and ambitions.

Current EU packaging ambitions focus on reducing plastic packaging, encouraging reuse and refill with reusable packaging having defined criteria, banning harmful chemicals, and recyclability and collection.

CARBON CYCLE

SUNLIGHT

CO$_2$ IN THE ATMOSPHERE

PHOTOSYNTHESIS BY PRODUCERS

PLANT RESPIRATION

FOSSILS FUEL COMBUSTION

ANIMAL RESPIRATION

CARBON FIXATION BY CONSUMERS

DECOMPOSITION

FOSSILS & FOSSIL FUELS

WHAT IS A CARBON FOOTPRINT?

A carbon footprint refers to the total amount of greenhouse gas emissions (such as carbon dioxide, methane, nitrous oxide, and hydrofluorocarbons) released into the atmosphere due to various activities.

Emissions associated with all the activities of a person or other entity (e.g., building, corporation, country, etc.).

It includes direct emissions, such as those that result from fossil-fuel combustion in manufacturing, heating, and transportation, as well as emissions required to produce the electricity associated with goods and services consumed.

GREENHOUSE GASES -
THE CORPORATE CARBON FOOTPRINT

Greenhouse gases reported under the National Greenhouse and Energy Reporting (NGER) Scheme include: carbon dioxide (CO$_2$) methane (CH$_4$) nitrous oxide (N$_2$O).

A corporate carbon footprint is applied for companies and organisations. It considers all relevant greenhouse gas emissions within a defined reference period, usually one year. The sources of greenhouse gas emissions can be classified either according to functional categories (including energy consumption, vehicle fleet, transport, business travel, materials).

A distinction is made between emissions generated directly in the company's own facilities, indirect emissions from purchased energy, for instance electricity and district heating, and other indirect upstream and downstream emissions, for example from business travel and purchased materials. The methodical approach is based on internationally recognised standards.

Establishing a corporate carbon footprint is an essential part of climate protection in the corporate arena. It serves as a basis for systematic CO$_2$ management and for reporting greenhouse gas indicators for sustainability reports. A corporate carbon footprint is also necessary for developing a CO$_2$ target and reduction path for a company's sustainability strategy.

GREENHOUSE GAS EMISSIONS -
HOW IS IT CALCULATED?

To calculate Greenhouse Gas Emission, activity data is combined with emission factors to determine the amount of GHGs released per unit of activity. The resulting calculation is usually expressed in units of carbon dioxide equivalents (CO$_2$e).

Activity Data – the quantitative information about the activities or processes that result in GHG emissions.

Emission Factor – it is a coefficient that represents the amount of GHG emissions released per unit of activity.

Global Warming Potential (GWP) - is a measure used to compare the warming effect of different gases on the atmosphere over a specific time period, usually 100 years.

BASELINE V TARGET

Setting greenhouse gas (GHG) reduction targets is crucial for organisations aiming to combat climate change.

1 Choose a base year against which GHG reductions will be tracked.

2 Set target that your business would like to achieve.

3 Select your year which you wish to achieve your target.

CARBON MANAGEMENT SOLUTIONS

> Corporate carbon management solutions:
  > Carbon footprint & emission reduction strategies
  > Setting Science Based Targets (SBTi)
  > Zero-net strategies

> Product carbon footprints in line with ISO 14067, PAS 2050 or the GHG Protocol P

> Energy audits, renewable energy assessment studies and energy efficiency measures

> Waste reduction initiatives

> Water Management

> Selecting GHG standard/protocol such as ISO 14064-1 or GHG Protocol

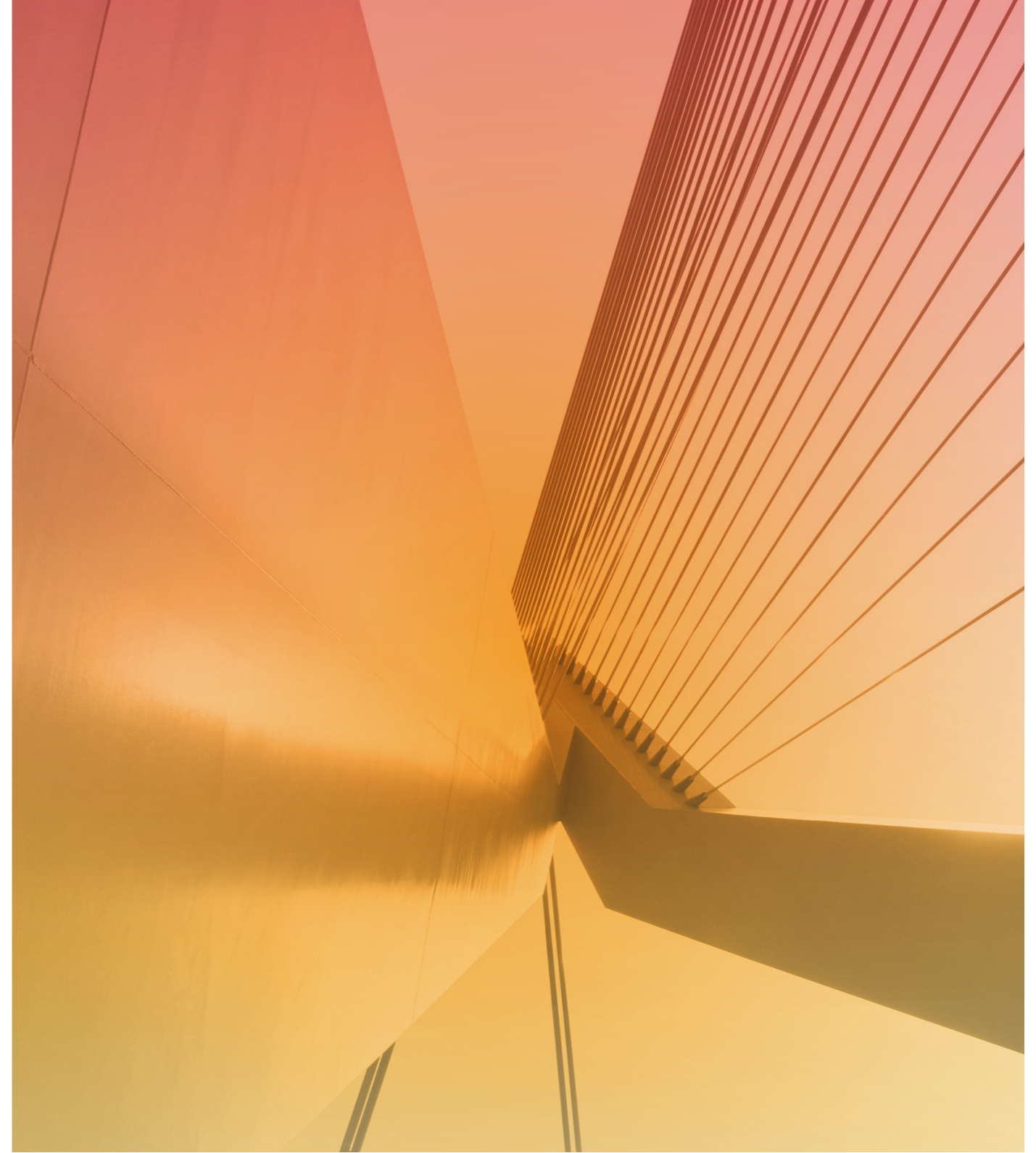**NOTES**

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