

The Wrap Up

PROMOTING THE SOFT PLASTICS CIRCULAR ECONOMY recycling.kiwi.nz

Global connections

This edition of The Wrap Up is from sunny West Sussex, where I am spending time with family and meeting with the packaging and recycling sector in the UK and Europe.

I met Dr Margaret Bates, head of the UK packaging EPR scheme administrator **PackUK** and Karen Graley, Head of EPR Producer Responsibility **organisation** to discuss the implementation of the UK's EPR system. PackUK sets EPR fee rates for household packaging, will collect fees from producers, and pay councils for managing household packaging waste. Producers will start paying fees in October, and "simpler recycling" will be introduced in 2026, with soft plastic kerbside collections starting in 2027.

Since attending my first **Recoup** conference in 2022, we've benefited from their expertise to help set up the soft plastic recycling kerbside trial in Nelson and evaluating end-of-life options for hard-to-recycle plastic. It was extremely productive spending time with Stuart Foster and his team.

In our pursuit of sustainable end-of-life solutions, we have funded **Plastoil** to conduct a feasibility study for establishing an advanced chemical recycling plant in New Zealand. In 2019, I visited the initial

Plastoil prototype unit in Prague; it was therefore a significant development to visit the ENESPA AG Research and Development facility in Hamburg this month, where the Plastoil units are manufactured. The system, which is operational in Germany, Finland, Australia, and Brazil, now includes a custom pre-treatment system with a modular pyrolysis unit. This configuration is well-suited to the size, scale, and geography of New Zealand's waste management needs for soft plastics.

I will visit J&B Materials Recovery Facility in Hartlepool to examine Newcastle's kerbside soft plastic recycling process and discuss the Flexcollect programme with Ecosurety. Additionally, I will attend the **Environmental Packaging Live** conference, which will cover EPR, reuse, data systems, and infrastructure needs for a circular economy.

Ngā mihi nui



Lyn Mayes, KSM

Reminder

On 12 May, we began webinars to gather member input on The Packaging Forum's strategic direction. Webinar recordings and Q&A are available on the member portal [here](#).

We seek your feedback through a questionnaire. If you haven't received it, contact kristie@packagingforum.org.nz.

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OUR NEWEST
MEMBERS



Fresh as Herbs
Hunters Bounty
Raw Essentials

Not a member?
Come and join us!

If you are not buying recycled, you are not recycling!

KERBSIDE RECYCLING TRIAL IN NELSON

Following the Nelson City Council's discussion regarding the next steps for the soft plastic recycling kerbside trial, (Nelson City Council Meeting on 1 May 2025), the Council has voted in favour of supporting further discussions on kerbside trials. Feedback from 74% of households participating in the trial indicates overwhelming support for its continuation, with 98% of respondents expressing interest in an additional trial to evaluate collection via the council collection bin.

Nelson Mayor Nick Smith has expressed strong support for this initiative, extending his gratitude to The Packaging Forum and the participating households that

are pioneering this kerbside soft plastics recycling scheme in New Zealand.

To achieve further progress, additional work with the Council will be necessary. Considering this, we have decided to extend the current trial of orange bags until the end of 2025. This extension will allow sufficient time for discussions with council officials regarding potential implementation and to establish a comprehensive timeline. Most households have indicated that they do not require a fortnightly orange bag collection. Consequently, we have moved to a four-weekly collection schedule, replacing the previous fortnightly two-day collection run.



NEW & INNOVATIVE TECHNOLOGIES PLASTOIL – ENESPA

Ben Richters, CEO of ENESPA, highlighted their significant R&D investment in developing plastic-to-oil pyrolysis units. The NeoOil P5 system, resulting from extensive R&D, includes pre-treatment, a pyrolysis module, and a tank farm. ENESPA's Hamburg lab conducts precise analysis of pyrolysis oils and gases, and they engineer modular chemical recycling plants for the global market.



UPCOMING EVENTS & WEBINARS

The Packaging Forum Annual General Meeting will be held on Wednesday 6 August from 1.30pm. Guest speakers include economist and business journalist **Bernard Hickey** and business leadership speaker **Lisa O'Neill**. Results from members' feedback on the Forum's strategic direction will also be shared at the AGM.

RSVP donna@packagingforum.org.nz

Joint webinar with Soft Plastic Stewardship Australia

31 July 25 | 1pm NZ | 11am OZ

Join our webinar with Soft Plastic Stewardship Australia (SPSA) to learn about their scheme's operation and funding. We will also update you on our NZ scheme and discuss how both fit within proposed EPR regulations.



Lyn Mayes received the King's Service Medal (KSM) for services to conservation from The Governor-General of New Zealand, Dame Cindy Kiro, at Government House Wellington on 3 May 2025.

AROUND THE WORLD

Baseline Report – Resources and Waste Policy Programme Evaluation for England

The Department for Environment, Food and Rural Affairs (Defra) commissioned Ipsos UK, Technopolis, and Ricardo in 2022 to evaluate the Resources and Waste Policy Programme in England. This report presents baseline data from the first year of evaluation.

- Circular economy behaviour is prevalent but limited by barriers. Businesses are improving circularity through recycled materials and incentives for reuse and recycling, although substantial changes to business practices remain minimal.
- Consumers prefer reusable products, but availability of these options remains a challenge.
- Recycling willingness is high, but contamination issues exist. Many individuals do not check recycling labels, leading to missed capture and contaminated waste.
- Glass and metals are frequently recycled or reused, while food and plastic waste often ends up in landfill or energy recovery.
- Progress has been made in reducing plastic waste and pollution. Plastic packaging consumption has declined by 3% from 2019 to 2021, and recycled content increased from 9% to 24% between 2018 and 2022-23.
- Waste crime is a growing issue in England, with significant illegal waste management reported and many illegal waste sites identified.

Soft Plastic Stewardship Australia

SPSA is a not-for-profit entity with an Initial Board composed of directors from brands and retailers that are funding the scheme's establishment: Sandra Martinez (CEO, Nestle), Laurie Kozlovic (MD of Sustainable Impact, Woolworths Group), Bill Heague (GM, Mars Food Australia), Brooke Donnelly (GM Sustainability, Coles Group), and Paris Golden (MD, McCormick & Co.). The board will later include independent directors. It oversees the scheme's governance, operation, and compliance with community, environmental, financial, and legal obligations.

Subject to ACCC approval, SPSA plans to collect levies from manufacturers and retailers based on the amount of soft plastic they introduce into the Australian market.

European Commission Environment Council discusses recycling issues

The European Commission has urged member states to address the economic challenges facing the EU recycling sector at the 17 June Environment Council meeting. Key issues include high energy costs, a price gap between recycled and virgin materials, competition from low-cost imports, and a mismatch between recycling capacity and market demand. Proposed measures include improving EPR schemes, intensifying customs controls on imports, and adhering to battery removability guidelines to reduce fire risks.

Fost Plus – Belgian scheme reports increase in plastic recycling rate from 69% to 71%

The PPPS scheme design report showcases Fost Plus for effectively sorting and recycling household packaging waste, using the “blue bag” to collect plastic, metals, and drink cartons (PMD) simplifying home sorting.

Fost Plus has released its 2024 activity report. In 2024, Belgians sorted nearly 80kg of packaging waste per person, including 25.7kg of PMD, 24.7kg of paper and cardboard, and 28.7kg of glass. Fost Plus reported a rise in the recycling rate for plastic packaging from 69% to 71%, with 4,400 additional tonnes recycled. Despite an increase in sorting errors, awareness campaigns and partnerships with waste operators have led to a gradual improvement in correct sorting in PMD bags by early 2025.

Ocean Bound Plastic guidance from UK FSA

The UK Food Standards Agency has issued new guidance advising businesses against using ocean-bound plastics (OBP) in food packaging, particularly for meat, poultry, and fish products sold in UK supermarkets, due to safety concerns. The term “abandoned environmental plastic” refers to plastic meeting OBP criteria that has been discarded into the open environment, posing risks from factors like degradation and UV exposure. This excludes plastics collected through waste disposal systems such as private or public waste collections or recycling bins.

FROM OUR PROCESSING PARTNERS

LEADING THE WAY TO A CIRCULAR ECONOMY FOR PLASTIC

FUTURE POST



FABULOUS FIELD DAYS

Future Post started in sunshine and ended in rain but Future Post reported high foot traffic through their prime site at the show.

Future Post founder Jerome Wenzlick featured on the cover of Marlborough Wine Press Magazine in May.

Future Post have added a second shift at Waiuku to ramp up production to deliver posts around the country and overseas to Tonga.

Future Post has a few specials on now until the end of June!

HOT Fielddays® Specials continue now through to end of June 2025 10% discount on all Square Posts and Garden Box Kitsets direct from factory:

Square 135mm/1.8m post

Normally \$31+GST, now \$27.90+GST each

Square 135mm/2.4m post

Normally \$44+GST, now \$39.60+GST each

Small Garden Box Kitset

1960mm L x 1040mm W x 405mm H, normally \$430+GST, now only \$387+GST

Large Garden Box Kitset

2535mm L x 1040mm W x 405mm H, normally \$564+GST, now only \$507+GST

Garden Box Kitsets come conveniently pre-cut to size and with long screws for joining. Discount on square posts for full crates only (24 posts). Freight is additional or pickup welcome from our recycling factories in Waiuku (NI) or Blenheim (SI).

SAVEBOARD

A refurbishment project at Te Wānanga o Raukawa – Pā Reo in Ōtaki, New Zealand, transformed an old toilet block into a modern, durable, and visually appealing space using saveBOARD exposed prefinished panels. This effort saved 431kg of CO₂ and 490kg of packaging waste, preserved the original structure, and significantly reduced the carbon footprint.



If you are not buying recycled, you are not recycling!