

CCS Media Packaging Pty Ltd

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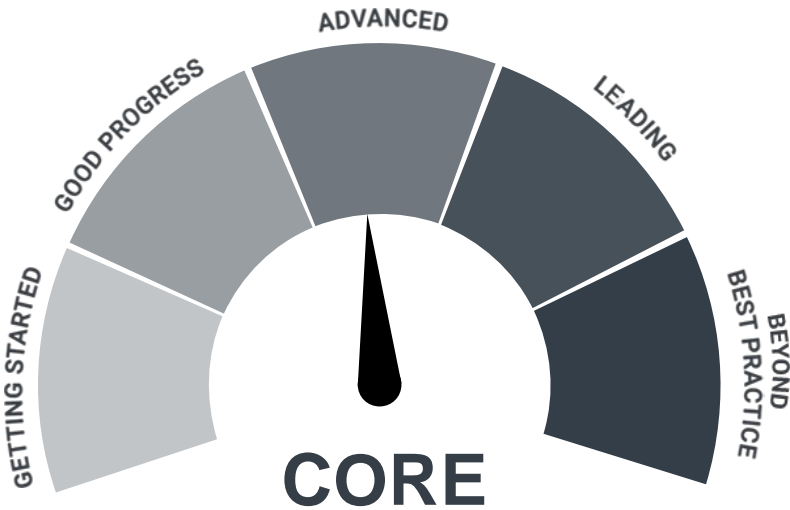
Website
www.ccsmediapackaging.com

Primary Industry Sector
Packaging manufacturers and suppliers

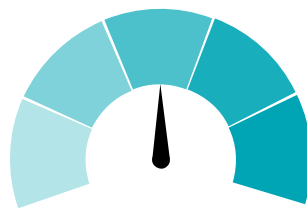
Packaging Supply Chain Position
Manufacturer

ABN
27 137 328 539

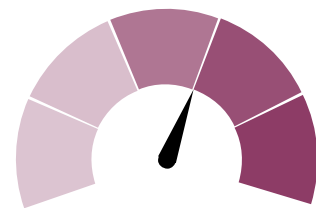
DASHBOARD



LEADERSHIP



OUTCOMES



OPERATIONS

SUMMARY

For the 2021 APCO Annual Report, *CCS Media Packaging Pty Ltd* has achieved Level 3 (Advanced) for the core criteria. All seven core criteria were answered and six out of six recommended criteria were answered.

INDICATORS

This Annual Report shows the organisation's performance against the APCO Packaging Sustainability Framework.

CORE: All core criteria.

RECOMMENDED: All answered recommended criteria.

TOTAL: Sum of all core and answered recommended criteria.

LEADERSHIP: All criteria that defines leadership on packaging sustainability.

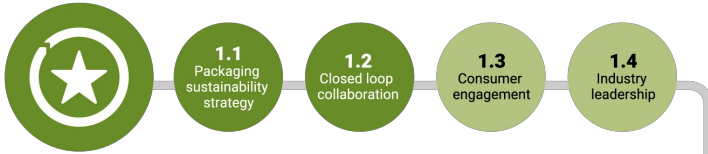
OUTCOMES: All criteria that lead to direct improvement in packaging sustainability.

OPERATIONS: All criteria related to business operations for improving packaging sustainability.

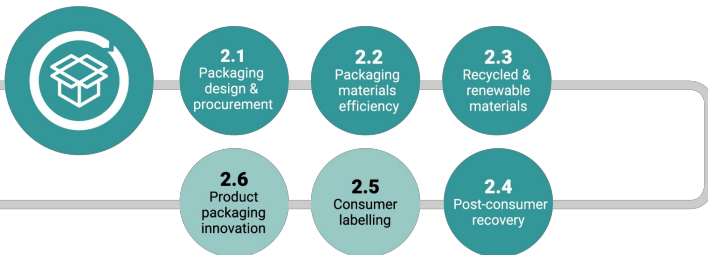
REPORTING FRAMEWORK

OVERVIEW

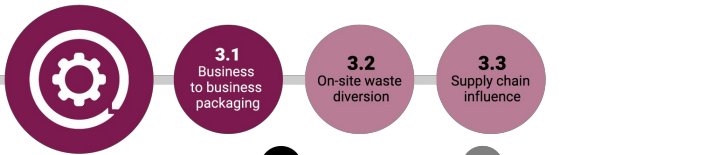
1. LEADERSHIP



2. OUTCOMES



3. OPERATIONS



X.X Core criteria **X.X** Recommended criteria

LEVEL DESCRIPTION

LEVEL 0 — NOT YET STARTED

The organisation does not have a plan and has not started investigating options for action under the relevant criteria.

LEVEL 1 — GETTING STARTED

The organisation is developing a plan or is investigating options for action under that criteria (e.g. agreeing on goals and targets).

LEVEL 2 — GOOD PROGRESS

There are documented procedures in place (e.g. to implement the Sustainable Packaging Guidelines) or some progress has been achieved, data tracking shows up to 20% of products have achieved the desired outcome.

LEVEL 3 — ADVANCED

The organisation has specific, measurable targets in place, or data tracking shows that >20% of products have achieved the desired outcome.

LEVEL 4 — LEADING

The organisation has more rigorous procedures in place, or an ambitious target has been met e.g. >50% of products have achieved the desired outcome.

LEVEL 5 — BEYOND BEST PRACTICE

The organisation has more rigorous procedures in place, or an ambitious target has been met e.g. 100% of products have achieved the desired outcome.

ABOUT THE APCO FRAMEWORK

The APCO Packaging Sustainability Framework (the Framework) aims to provide a consistent and transparent framework for assessing and tracking packaging sustainability across organisations. The Framework consists of thirteen independent criteria that belong to three separate categories. These categories are (i) Leadership, (ii) Packaging Outcomes and (iii) Operations. The diagram above shows the different criteria included within each of these three categories.

There are two types of criteria within the Framework:

- **Core criteria** are mandatory and must be answered by all Members when completing the Annual Reporting Tool.
- **Recommended criteria** are not mandatory, but Members are encouraged to complete as many recommended criteria as possible.

Each criteria is divided into five levels of performance ranging from 'getting started' to 'beyond best practice'. The diagram above illustrates the key differences between performance levels. Please see www.packagingcovenant.org.au for more information.

ABOUT APCO

APCO is a co-regulatory, not for profit organisation that partners with government and industry to reduce the harmful impact of packaging on the Australian environment. APCO promotes sustainable design and recycling initiatives, waste to landfill reduction activities and circular economy projects. APCO Annual Reports are a key Membership obligation, providing Member organisations with a transparent method to track their packaging sustainability performance. Annual reporting also supplies APCO with valuable data and information to identify industry trends and advancements.

FREE FORM QUESTIONS

Describe initiatives, processes or practices that you have implemented during your chosen reporting period that have improved packaging sustainability.

As a packaging supplier , our control over packaging and the sustainability is limited by what the client specifies. We always advise clients if there packaging could be more sustainable.

We do this by advising and promoting sustainable materials, and advise against and explain the ramifications of using materials that may not be sustainable or recyclable.

We also advise on design of cartons to reduce unnecessary non functional items to reduce the amount of raw materials in a product ,

We also advise changes to our clients that may also reduce offcut waste.

In addition to the above , we also promote on pack labelling and suggest the value of clients including recycling and disposal advice on their cartons.

We also consider the transportability of items , and may suggest ways clients can better maximise carton weights and dimensions to create efficient transportable products and reduce carbon emissions related to freight.

Describe any opportunities or constraints that affected performance within your chosen reporting period.

The biggest constraint is that the clients determine the end result and may not always want to choose the most sustainable method , and sometimes opt for the overall appearance and still choose overlaminates etc.

Our limitation is that we can only act as an advisory and educative role in persuading packaging buyer to follow best practice.

Our role is to see what the client wants , then create the best product regarding SPG,s and give the client the option of choosing the best practice product.

COMMITMENTS

The Action Plan detailed below, is a public commitment to advancing packaging sustainability outcomes as a Member of APCO. Members are encouraged to have a comprehensive internal plan with the steps they will take to fulfill their commitments.

Criteria 1.1 PACKAGING SUSTAINABILITY STRATEGY (core)

3. Advanced

Your organisation is committed to: Ensuring that your organisation has a documented process in place for continuous improvement to your packaging sustainability strategy.

Criteria 1.2 CLOSED-LOOP COLLABORATION (core)

3. Advanced

Your organisation is committed to: Ensuring that rigorous processes are implemented to collect data for the purposes of monitoring the performance of the closed loop collaboration.

Criteria 1.3 CONSUMER ENGAGEMENT (recommended)

4. Leading

Your organisation is committed to engaging consumers about packaging sustainability by: (1) Including packaging information on your website or other publications. (2) Applying on-pack claims or labels. (3) Designing packaging to reduce the impacts of consumption. (4) Running a marketing campaign.

Criteria 1.4 INDUSTRY LEADERSHIP (recommended)

4. Leading

Your organisation is committed to: (1) Investigating collaborative or industry leadership actions to improve packaging sustainability. (2) Being involved in a program or initiative to improve packaging sustainability through collaboration and leadership. (3) Being involved in multiple programs or initiatives to improve packaging sustainability through collaboration and industry leadership. (4) Actively engaging with peers and/or the community to promote packaging sustainability, and sharing sustainability knowledge for non-commercial purposes.

Criteria 2.1 PACKAGING DESIGN & PROCUREMENT (core)

2. Good progress

Your organisation is committed to: Reviewing or starting to review your packaging with reference to the Sustainable Packaging Guidelines (SPG) or equivalent to identify any improvement opportunities.

COMMITMENTS

Criteria 2.2 PACKAGING MATERIALS EFFICIENCY (core)

4. Leading

Your organisation is committed to: Reducing packaging weight or optimising packaging material efficiency in more than 50% of products.

Criteria 2.3 RECYCLED & RENEWABLE MATERIALS (core)

4. Leading

Your organisation is committed to: Incorporating or optimising recycled and/or renewable content in more than 50% of products.

Criteria 2.4 POST-CONSUMER RECOVERY (core)

4. Leading

Your organisation is committed to: Having more than 50% of primary packaging be recoverable through existing post-consumer recovery systems and achieving the highest potential environmental value.

Criteria 2.5 CONSUMER LABELLING (recommended)

2. Good progress

Your organisation is committed to: Labelling up to 20% of products with disposal or recovery information.

Criteria 2.6 PRODUCT-PACKAGING INNOVATION (recommended)

2. Good progress

Your organisation is committed to: Evaluating and optimising up to 20% of product-packaging systems using Life Cycle Assessment (LCA) or similar.

Criteria 3.1 BUSINESS-TO-BUSINESS PACKAGING (core)

2. Good progress

Your organisation is committed to: Reducing consumption of single use business-to-business (B2B) packaging by up to 20% or optimising up to 20% of B2B packaging for efficiency and reuse.

COMMITMENTS

Criteria 3.2 ON-SITE WASTE DIVERSION (recommended)

4. Leading

Your organisation is committed to: Investigating opportunities to divert more than 50% of solid waste generated at facilities (factories, warehouses, offices, retail stores etc.) from landfill.

Criteria 3.3 SUPPLY CHAIN INFLUENCE (recommended)

4. Leading

Your organisation is committed to engaging its supply chain about packaging sustainability by: (1) Communicating goals and guidelines. (2) Providing support to suppliers to improve their understanding of goals and strategies. (3) Collaborating with key suppliers to share knowledge. (4) Having business processes to monitor supplier compliance.

SIGN OFF

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Friday, 28 May 2021

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