



Australasian Bioplastics Association

SCION Bioplastics Workshop
20th October, 2011

Claude D'Amico, Member Technical Committee

ABA – Who are we?

- The ABA is the peak body for the Bioplastics Industry in ANZ
- Our members are raw material suppliers, converters, brand owners and associated companies

ABA - Why do we exist

- There is intrinsic value in the packaging that is currently going to waste as land fill.
- We recognise that composting is an excellent way of recovery of that resource
 - as long as the packaging is made of materials that are truly compostable
 - as long as there is a suitable composting infrastructure

ABA – Our aim

- Consumers are able to **recognise** compostable packaging and **understand** the end of life options available and have the supporting **infrastructure** to allow bio recovery.

ABA – Our aim – part 1

- **Consumers are able to recognise compostable packaging** and **understand** the end of life options available and have the supporting **infrastructure** to allow bio recovery.

ABA – Recognise compostable packaging

- Assisted in the establishment of standards for qualifying compostability
 - AS4736-2006 for industrial compost conditions
 - AS5810-2010 for home composting conditions
- Administers a voluntary verification scheme for members & non members alike – certify for avoidance of doubt
- Administers the use of the “seedling” logo to indicate to consumers the packaging is truly compostable to the relevant standard
- Promote the logo in industry, press, brand owners, government, etc. to raise its recognition



Compostable
AS4736-2006

ABA – Recognise compostable packaging

The verification scheme



CERTIFICATE OF CONFORMANCE TO THE
'SEEDLING LOGO'
COMPOSTABLE BIOPLASTICS STANDARD



Certificate Number 27/11/2009 ABAP10003

For the product: Cardia Compostable B-F Resin without printing

Validity of Certificate: 27 November 2009 through 26 November 2010

Applicant details : Innovia Films (Asia Pacific) Pty Ltd
19 Potter Street
Craigieburn
VIC 3064
Australia

Application certified to: AS4736-2006

Melbourne 27 November 2009

Compostable

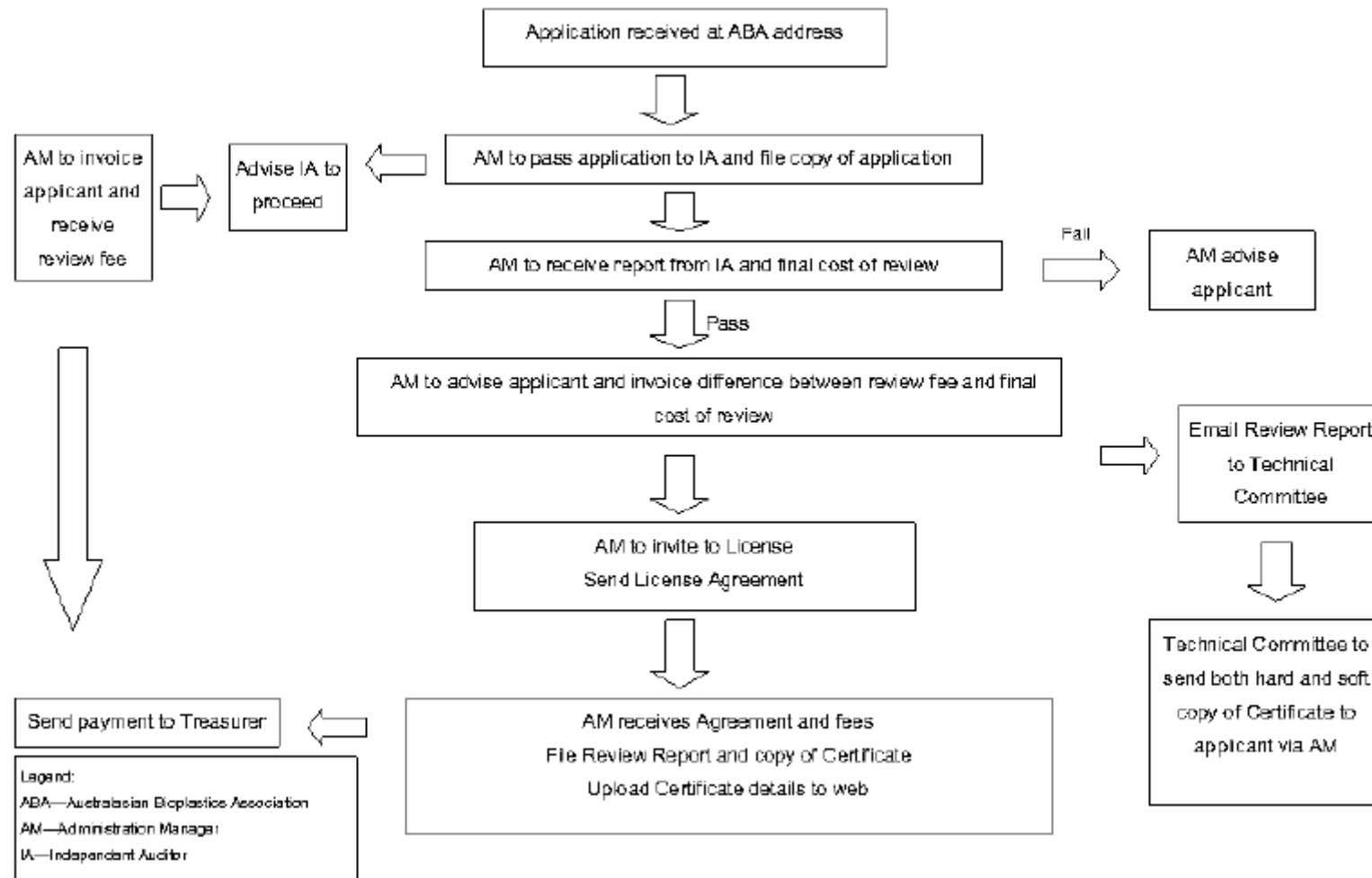
Alan Adams
President
Australasian Bioplastics Association

- No Doubt ID for AS 4736-2006
- Independent third party verification
- Demonstrate performance at registered lab
- Every application independently assessed
- Licensed annually
- Unique identifier



ABA – Recognise compostable packaging

The verification scheme



ABA – Recognise compostable packaging

The value of certification

- ABA scheme recognised by many Brand Owners and retailers
- Delivers brand owners and consumers confidence that material is certified and compliant
- ABA Certification specified as mandatory in some commercial transactions and requests for quotations
- Visually recognisable medium that product will do what it is designed for
- Allows claim on pack – value in market?

ABA – Recognise compostable packaging

The value of certification

- Unqualified material can be identified
- Regulator can follow up misleading claims
- Product Stewardship - Action Plans made under the Australian Packaging Covenant
 - low impact materials, (renewable)
 - responsible suppliers
 - provide consumer information
- License holders registered on website with details of their certification

ABA – Our aim – part 2

- Consumers are able to **recognise** compostable packaging and **understand** the end of life options available **and have the supporting infrastructure to allow bio recovery.**

ABA – Infrastructure for composting

- ABA is currently working with
 - Zero Waste Australia
 - Diversion of organic waste from landfill program
 - A number of members participate in this program
 - City to Soil and extension programs
 - Compost Australia (the association of commercial composters)
 - Close co-operation & info exchange between the associations
 - Development of infrastructure for commercial composting
 - Education programs and members programs
 - Various retailers and councils
 - Education on certification and pilot projects

ABA – Our aim – part 3

- Consumers are able to **recognise** compostable packaging **and** **understand** the end of life options **available** and have the supporting **infrastructure** to allow bio recovery.

ABA – understand options available

- AS4454 – Composts, soil conditioners and mulches, allows the composting of food waste. The conditions required for processing food match those used in AS4736-2006.
 - *As councils endorse composters to process food waste – this is an emerging trend, we are working together with Compost Australia to ensure that as collection of food waste is introduced, we would look to also notify consumers that certified packaging can be placed in the same receptacles*
- Engage with brand owners, government, NGOs, Industry Associations and other stakeholders to educate and provide clarity of definition

Beware Making Claims!

- Claims should be part of your strategy
 - Match and make sense with products
 - Packaging should support the product identity
- Claims may be tested
 - ACCC (Goody)
 - Commerce Commission NZ
 - Consumers
- Back up your claims
 - Published information
 - Align to relevant standards



Companies are increasingly using environmental claims as a way to differentiate themselves and their products from their competitors.

Environmentally aware customers are increasingly using these claims when buying products and services—and they do not deserve to be misled by misleading or deceptive environmentally friendly claims.

Businesses that make claims such as biodegradable, degradable or recyclable on their plastic shopping bags and packaging must ensure those claims can be substantiated and are appropriately qualified.

Not only is this good business practice—it is law.





www.bioplastics.org.au

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