



Office of the Prime Minister's  
Chief Science Advisor

Kaitohutohu Mātanga Pūtaiao Matua ki te Pirimia

## PLASTICS PANEL – Meeting 2

### TUESDAY, 19 MARCH 2019

<b>Venue:</b>	Room 101 - Alfred Nathan House, 24 Princes St, Auckland, 1010
<b>OPMCSA Participants:</b>	Prof Juliet Gerrard (Chair), Dr Ben Jeffares, Dr Rachel Chiaroni-Clarke
<b>External Panel Members:</b>	Abbie Reynolds, Dr Diane Ruwhiu, Dr Elspeth MacRae, Prof James Wright, Prof Niki Harre, Dr Olga Pantos, Prof Sarah McLaren, Stephen Harris, Dr Bethanna Jackson, Melanie Mark-Shadbolt, Prof Mark Staiger
<b>Apologies:</b>	Dr George Slim

### ACTIONS

Minute Item	Action	Who	When
2.	<ul style="list-style-type: none"> <li>RCC to check detail with GS</li> </ul>	RCC	ASAP
4.	<ul style="list-style-type: none"> <li>Add to and edit documents</li> </ul>	All	ASAP + ongoing
6.	<ul style="list-style-type: none"> <li>MMS to introduce RCC to Natasha Lewis who has undertaken work on Maori values for MfE or share relevant report.</li> <li>MMS to share Environment Aotearoa reports, when appropriate.</li> <li>RCC to collect relevant Maori group names for reference group for upcoming consultation</li> </ul>	MMS MMS RCC	
6.	<ul style="list-style-type: none"> <li>RCC add public engagement to agenda for next meeting.</li> <li>JG to consider whether to invite Shirley Horricks to meeting for filming. Any objections to JG ASAP.</li> </ul>	RCC JG All	
6.	<ul style="list-style-type: none"> <li>RCC to follow up with BJe and GS who were looking into this.</li> </ul>	RCC	
7.	<ul style="list-style-type: none"> <li>RCC to remind EM to speak to Plastics NZ around data being collected</li> </ul>	RCC	
	<ul style="list-style-type: none"> <li>BJa to gather some prelim data to establish if there is enough to do rough calculations</li> </ul>	BJa RCC	

	<ul style="list-style-type: none"> <li>RCC to add the Consumer Goods Forum to reference group</li> </ul>		
8.	<ul style="list-style-type: none"> <li>RCC to look at Consumer Goods Forum sustainable packaging program which uses LCA structure</li> </ul>	RCC	
10.	<ul style="list-style-type: none"> <li>JG to present at SBN conference</li> <li>JG to present at AIG meeting</li> <li>AR/RCC/JG to arrange webinar</li> <li>AR to connect RCC with Jonathan Hannon of the Product Stewardship Council. (Note: OP also has connection if needed)</li> </ul>	JG JG AR/RCC/JG AR	Pending invite Pending invite
11.	<ul style="list-style-type: none"> <li>AR to share mapping system example with RCC (Youth map)</li> </ul>	AR	
12.	<ul style="list-style-type: none"> <li>JG to speak with Shaun Hendy re system change</li> </ul>	JG	
13.	<ul style="list-style-type: none"> <li>SM to forward template to RCC</li> <li>AR to share contact at Zespri with RCC.</li> <li>JG/RCC have any finished documents available for signoff at 4 June meeting to go out to the reference group.</li> </ul>	SM AR JG/RCC	
14.	<ul style="list-style-type: none"> <li>BJa to speak with StatsNZ around imported products containing plastics for 'back of envelope' estimates</li> <li>RCC to follow up with Rachel Barker for presentation to share with group</li> </ul>	BJa RCC	

## MINUTES

### The meeting opened at 10.10am

1.	Welcome and introduction of Melanie Mark-Shadbolt (via zoom).
2.	<p><b>Minutes of the meeting of 5 February</b></p> <p>Minutes agreed pending question from SH re page 2 - MfE work on international plastics accord  <b>Action: RCC to check detail with GS</b></p>
3.	<p><b>Update from discussions with the Prime Minister</b></p> <ul style="list-style-type: none"> <li>JG advised that the PM is very interested in the project. It was felt that we are leading rather than following and there was a lot of support and buy-in from Ministers.</li> <li>Min Sage keen for action on plastic and waste. Min Woods recommends we make sure the solution works for all demographics in NZ.</li> <li>MfE stretched as multiple work streams needing delivery.</li> <li>MMS highlighted the resignation of James Walker which had slowed progress.</li> </ul>
4.	<p><b>Project update</b></p> <p>RCC updated the group on progress to-date noting the high level of interest and engagement so far:</p>

- Details of all meetings on Dropbox – all were happy to be part of broader ref group.
- Recognised the very broad scope of the project and the need to condense all efforts into one place.
- Each of the work streams are in their own document available on Dropbox.
- Understanding available data is the first body of work.
- The group were comfortable with how the project is being managed and how the information was being circulated.

- It was agreed that the best approach to reviewing the documentation was to download the word document, track changes and upload to Dropbox with name and date in the title.
- The group was asked to *only ADD and not delete*. At this stage, flag unnecessary text as a comment instead.

**Action: Add to and edit documents**

5. **What do we want to gain from guest speaker discussions?**

Discussion took place on how to best connect with industry stakeholders and whether they should form part of panel:

- Agreed to keep open project structure and opportunity for involvement throughout, without growing panel.
- Could host a forum to get others to engage – particularly businesses
- AR noted challenge of balancing actual and perceived self-interest. Need to understand overlap and differences with Plastics NZ.
- WasteMINZ would be interesting to work with
- JG attending Plastics NZ council meeting on 28 March (Note: now postponed)
- Engaging very quickly with anyone who reaches out and making our role clear: putting together evidence base and recommendations which will go to MoE for writing policy. It is a 2-step process.

6. **Context – work through document:**

Guidance on Te Ao Māori section:

- MMS advised that the MfE work on Māori values (by Natasha Lewis) is similar and could be used as basis for our work. MMS will also share the Environment Aotearoa reports, when appropriate
- MMS and DR were happy with content; felt this would evolve as we progressed.
- SH noted that EMF conference in Rotorua in April that RCC is attending has big Mātauranga Māori focus and will be good basis for work. SH also suggested referencing whanaungatanga in this section.
- Reference group should include FOMA and Iwi leaders – specifically Harry Burkhardt and newly appoint FOMA science advisor Te Horipo Karaitiana. JG has a good relationship with the FOMA team. MMS mentioned Turopaki who are also in the ref group.
- Discussion around whether kaitiakitanga is the right word. Agreed one word will not be sufficient for whole values concept for report, but that kaitiakitanga can be embraced by everyone (not a traditional Māori word but understood widely) and we should not walk back from using the Māori terminology.
- RCC looking for guidance on Te Ao Māori throughout whole report.

**ACTIONS:**

	<ul style="list-style-type: none"> <li>• <b>MMS to introduce RCC to Natasha Lewis who has undertaken work on Māori values for MfE or share relevant report.</b></li> <li>• <b>MMS to share Environment Aotearoa reports, when appropriate.</b></li> <li>• <b>RCC to collect relevant names for reference group for upcoming consultation</b></li> </ul>
	<p><u>Public interaction and cross sectional interaction</u> Discussion around how this fits in the project:</p> <ul style="list-style-type: none"> <li>• Not a section of the report itself, but the approach for talking about the work and public engagement during or after.</li> <li>• Agreed to have open, structured engagement with the public, but not too early. Outreach should be phase 2 of the report.</li> <li>• JG updated on discussion with Shirley Horrocks around potential for filming part of this project – could invite her to a later meeting.</li> </ul> <p><u>Actions:</u></p> <ul style="list-style-type: none"> <li>• <b>RCC add public engagement to agenda for next meeting.</b></li> <li>• <b>JG to consider whether to invite Shirley Horrocks to meeting for filming. Any objections to JG ASAP.</b></li> </ul>
	<p><u>Updates on other workstreams</u></p> <ul style="list-style-type: none"> <li>• RSNZ shared draft report – no duplication with our work.</li> <li>• JG – could be helpful to do an audit of relevant research funding.</li> </ul> <p><b>Action: RCC to follow up with BJe and GS who were looking into this.</b></p>
7.	<p><b>Categorising plastics</b></p> <p><u>Data</u> RCC has looked for data and discussed with key stakeholders. Data are fragmented, absent or not available due to commercial sensitivities. Key to this report will be looking at what data we want, why, how it will be used.</p> <ul style="list-style-type: none"> <li>• Commercial sensitivities: we need businesses to proactively share data and for it to be consistent. AR suggested use of a credible 3<sup>rd</sup> party to deal with commercially sensitive data. Could be Packaging NZ?</li> <li>• EM noted groups collecting data – Plastics NZ, health industry, wine industry, NZ post, Bluebird</li> <li>• JG met with Fonterra who seemed positive about open innovation in plastic packaging</li> <li>• For report – need to decide who has the most useful data for inclusion as exemplars/case studies as will not have comprehensive data</li> <li>• RCC overviewed the National Waste Data Framework – local councils and WasteMINZ developed framework to coordinate data collection. Some councils voluntarily using it.</li> <li>• Agreed to work towards recommendation for a national framework for data collection. This will include identifying issues, gaps, prioritising what data is urgent and then use a horizon approach for remaining data wish list.</li> </ul> <p><b>Action: RCC to remind EM to speak to Plastics NZ around data being collected.</b></p>
	<p><u>Labelling</u> Discussion around needs for plastics labelling in NZ:</p> <ul style="list-style-type: none"> <li>• National, NZ-specific labelling framework seems like a key part of a working system. Need to better understand feasibility, who it's aimed at, how compliance would work, level of detail etc. Must be practical.</li> <li>• Ideas - blue sticker for blue bin; 5-star system like on food; add to every import?</li> </ul>

	<ul style="list-style-type: none"> <li>• Current system very fragmented (RCC noted WasteMINZ audit of council practices).</li> <li>• MS shared US e.g. with RCC to include in report.</li> <li>• Look at Planet Ark's recycling label</li> <li>• DR noted need to distinguish visible/known plastics and those that we don't think about or know about. BJa suggested 3 categories (hidden, w/ stats, finished products e.g. toys)</li> <li>• Could do 'back of envelope' calculations to try and understand rough quantities of plastic from unknown and finished product groups</li> <li>• Could speak to NZ post around feasibility of labelling imported products</li> <li>• Suggested to speak to The Consumer Goods Forum around packaging</li> </ul> <p><b>Actions:</b></p> <ul style="list-style-type: none"> <li>• <b>BJa to gather some prelim data to establish if there is enough to do rough calculations</b></li> <li>• <b>RCC to add the Consumer Goods Forum to reference group</b></li> </ul>
8.	<p><b><u>LCAs</u></b></p> <p>Discussion around LCAs role in rethinking plastics and how to frame for the report:</p> <ul style="list-style-type: none"> <li>• Need to explain what an LCA tells us – SM explained that LCAs are important to objectively evaluate the impacts of alternatives, but need to first frame 'where we want to be as a society' and consider economic systems (including 'donut economics') and the role of govt.</li> <li>• Huge workload in completing an LCA – not the task of this group. But we should have the single-use plastic bag vs other options in here.</li> <li>• Need to select key case studies to include in report. SM to help.  <i>Quick wins:</i> recommend fixes to current issues in a product's life cycle – e.g. microplastic capture for washing machines, remove coffee lids from product design.  <i>Medium term:</i> recommending businesses do LCAs as best practice. Processes in place to help manufacturers do LCA at product design step. Consider library of LCAs. Look at Australasian EPD programme.  <i>Long term:</i> rethink business models; new classes of materials; invest in industrial composting.</li> <li>• Look into Environmental Choice eco-labelling programme and plastic footprint calculators</li> <li>• Need to include international efforts in report and some statistics around use of plastic in clothing</li> </ul> <p><b>Action: RCC to look at Consumer Goods Forum sustainable packaging program which uses LCA structure</b></p>
9.	<p><b>Innovation solutions</b></p> <p>Discussion around need to imagine our <i>ideal system</i> at the beginning of report in order to frame the challenges, and then include innovation solutions as things on the horizon that need to be considered.</p> <ul style="list-style-type: none"> <li>• Include case studies in this section</li> <li>• Need for timelines for horizon technology (EM to help with bioplastics)</li> </ul>
10.	<p><b>Speaker 1 : James Griffin -Sustainable Business Network</b></p> <p>AR welcomed James and acknowledged the excellent work of SBN. What was his '<i>ideal vision of NZ dealing with plastic and how we can best engage industry</i>'?</p> <p><i>High-level overview of the SBN report:</i></p> <ul style="list-style-type: none"> <li>• Need for system change is not recognised by some organisations – 'solving packaging' is a way of framing the issue</li> </ul>

- Businesses and consumers want information - give businesses preferred materials (Tesco example of guidelines to design out problematic packaging)
- No single entity has the power to change the system on its own.
- Comprehensive and consistent agreed data are needed, financial signals are insufficient.
- NZ small nation with no national strategy on this topic – how much influence do we have?
- Mixed global messages - confusion around bio-plastics and compostable packaging, reuse niche and not used as a KPI for business; *convenience is king*.
- NZ has the opportunity to innovate differently – achieve quick enough scale to have necessary impact. Example – ‘next-gen’ cup. Solid beauty bars by Ethique. Use NZ examples.
- Global commitment report reveals details of industry and government efforts to tackle plastic waste and pollution
- Communications platform needed to help business understand issues and go forward to action some of these recommendations from their own perspective, in a coordinated way.
- Highlighted – SBN Conference – 26 August 2019, ASB Waterfront Theatre.

*James described his ideal state of plastic in short to long term.*

- Government investment required for infrastructure and supporting policy to allow us to meet the 2025 commitments outlined in the New Plastics Economy Global Commitment signed by the MfE
- Have reconsidered core function of packaging with innovation to provide it in different ways.

*Discussion on best way to engage with business*

- James happy to act as conduit to organisations.
- Direct interface valued by some.
- Important to frame project and manage expectations.
- Over lunch established plan for JG to speak at the SBN conference, Affiliated Industries Group of Business NZ (AIG) meeting and webinar for other remaining businesses not captured.

*EM asked what the challenges to hit 2025 commitment are*

- Global nature and issue of NZ size and power.
- Need to be strongly linked to global actions.

#### **Actions:**

- **JG to present at SBN conference**
- **JG to present at AIG meeting**
- **AR/RCC/JG to arrange webinar**
- **AR to connect RCC with Jonathan Hannon of the Product Stewardship Council. (Note: OP also has connection if needed)**

11.

#### **Changing our relationship with plastics**

Discussed the need to have the plastics system in NZ mapped out with different players as well as thinking about the different levels within the community (individual, community group, business, govt).

**Action: AR to share mapping system example with RCC (Youth map)**

*Discussion around business transformation:*

- Looking at how companies are managing this overseas.
- Onshore companies to connect with – Foodstuffs, Countdown, Wishbone

	<p><b>Actions:</b></p> <ul style="list-style-type: none"> <li>• <b>AR to connect RCC with Kiri Hannifan from Countdown</b></li> <li>• <b>BJa to connect RCC with Wishbone</b></li> </ul> <p><i>Important for the report to be telling a story throughout, and include case studies – this will help with engagement:</i></p> <ul style="list-style-type: none"> <li>• Agreed outreach to follow report submission to keep workload manageable</li> <li>• Suggestion of starting in schools – science fairs</li> <li>• MMS suggests looking at Biosecurity 2025 campaign (social media)</li> <li>• DR suggests looking at community boards (e.g. Portobello beach clean-up)</li> <li>• Amplify the things that people/community are doing</li> <li>• All agreed to use ‘people’ not ‘consumers’</li> <li>• Unifying goals – think at different levels – whole of NZ, cities, community groups, individuals. May need to have certain parts of the report framed for specific groups. Idea of pulling out sections for ‘exporters’, ‘individuals’, ‘schools’ etc.</li> <li>• SH noted Pacific context – NZ part of problem but can be part of solution. Could show new benchmark at upcoming APEC in NZ</li> <li>• BJa suggested youth ambassador.</li> </ul>
12.	<p><b>Finalise workstreams and confirm actions</b></p> <p>Discussion around how we want to frame this body of work:</p> <ul style="list-style-type: none"> <li>• Systems change</li> <li>• Bottom up not top down</li> <li>• Scaffolding being knowledge/evidence with storytelling weaved throughout to show how individuals can adapt own circumstances to make personal change</li> <li>• Frame as the first part of an action to move forward with other environmental issues. Make this clear when talking about our work.</li> </ul> <p><b>Action: JG to speak with Shaun Hendy re system change</b></p>
13.	<p><b>Reference groups</b></p> <p>Group happy with size and spread of reference groups, aware this will keep growing. Noted Tina Porou will be a very valuable person to connect with.</p> <p><b>Actions:</b></p> <ul style="list-style-type: none"> <li>• <b>SM to forward template to RCC</b></li> <li>• <b>AR to share contact at Zespri with RCC.</b></li> <li>• <b>JG/RCC to have any finished docs for signoff at 4 June meeting to go to the ref group.</b></li> </ul>
14.	<p><b>Speaker 2: Rachel Barker and Ken Sowman - Plastics NZ</b></p> <p>Presentation from incoming and outgoing CEO from Plastics NZ. (Presentation to be made available to the group).</p> <ul style="list-style-type: none"> <li>• Highlighted the role of plastics in NZ economy – an enabler of overall impact.</li> <li>• Flows of plastics in and out of country cannot give full picture.</li> <li>• LCA useful but not whole picture. Can conflict with waste hierarchy. Could use a similar structure to a health and safety plan.</li> </ul>

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- Talked about issues of ‘banning’ plastics. PVC shouldn’t be used for food but is still found in supermarkets. Context is so important and case-by-case basis needed i.e. has a great place in the production of piping.
  - Agree standardisation across the country very important. National strategy needed.
  - Need sector-wide contacts to ensure the system-wide change will work.
  - Funded research could facilitate collaboration.
  - JG noted that Plastics NZ views are very similar to where the panel was at with thinking and the importance of calling on Plastics NZ for their expertise in the technical aspects.
  - Important focus: MRFs – need single stream plastics out of these facilities to make recycling viable (improved quality will increase demand). *Think about secondary MRFs.*

**Action:**

- **BJa to speak with StatsNZ around imported products containing plastics for ‘back of envelope’ estimates**
- **RCC to follow up with Rachel Barker for presentation to share with group.**

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15.

**Any other business**

SH shared overview of recent conferences in Vanuatu and Fiji (summary available on Dropbox).

BJa suggested important we consider WtE solutions. Need to understand what’s happening in Huntly.

**Meeting closed 3.30pm**

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