

Submission to:

The Australian Packaging Covenant

Veolia Environmental Services Action  
Plan 2010- 2015



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## 1 CEO Endorsement

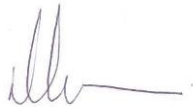
Veolia Environmental Services Australia, as part of the global Veolia Environnement group is committed to ensuring that sustainable development remains an essential part of our business.

Our continued support of the Australian Packaging Covenant is represented in this action plan, of which we are pleased to present to the Australian Packaging Covenant Council.

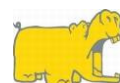
As a collector and recycler of consumer packaging, we recognise the major role we play in the packaging chain by closing the loop between disposal and reuse of materials. In light of this role, we are continually working towards encouraging recycling among many of our clients, providing a wide range of innovative recycling services as well as enhancing the productivity of our Materials Recycling Facilities.

We have been formerly met with great success in the development of previous covenant plans and look forward to further improvements as well as increasing our performance within the packaging recovery of our business.

This report provides a framework to further advance our already high standard of environmental performance, and we look forward to the continuing support of the Australian Packaging Covenant.



Doug Dean  
Managing Director



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## 2 Purpose of document

The Australian Packaging Covenant (APC or Covenant) is the voluntary component of a co-regulatory arrangement for managing the environmental impacts of consumer packaging in Australia.

The Covenant is a commitment by industry and governments to the sustainable design, use and recovery of packaging. It is Australia's way of managing the impacts of packaging and offers a highly efficient and collaborative solution

Veolia Environmental Services (Australia) Pty Ltd (Veolia) is a willing signatory to the Covenant.

This document is the Veolia Australian Packaging Covenant Action Plan and details how Veolia will fulfil its responsibilities under the Covenant.

The first National Packaging Covenant (NPC) was introduced in 1999 and amended in 2005. The new Packaging Covenant—renamed the Australian Packaging Covenant—commenced on 1 July 2010. While many aspects of the Packaging Covenant remain the same, there are some significant improvements.

### 2.1 Period of Action Plan

This Action Plan is for the period from October 2010 to October 2015 and will be reported against annually by 31 October each year. The intention of the 5 year action plan is to ensure that as ongoing requirements are identified we can revisit the action plan and include new actions where relevant.

### 2.2 Company profile

Veolia, formally known as Collex, is a waste management company that has operated in Australia for over 20 years. Throughout its long history Veolia has been a leader in the waste management industry in terms of operations and environmental practice.

Today Veolia:

- Serves 66,000 commercial and industrial clients across Australia



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- Provides domestic garbage, recycling, sanitary and green waste services to a population of 1.8 million

The core business areas of Veolia are:

- Liquid and solid waste management
- Recycling and resource recovery
- Industrial services including facilities management
- Municipal and council waste collection

Veolia is an active participant in the local and national community. Nationally, it has sponsored *Clean Up Australia Day* for the last 11 years and has a long history of supporting *Keep Australia Beautiful*. Other smaller scale community involvement projects include *Clean Up Antarctica* and the *Westpac Rescue Helicopter Services*.

### 2.3 Company environmental initiatives

Veolia has a proven track record of being a good environmental citizen.

Throughout its 20 years of operation Veolia has commissioned many projects dedicated to the protection, conservation and education of the importance of the environment.

These projects have ranged from training all staff in best environmental practice around the office to trialling biodiesel in its collection vehicles. An example of an environmental program initiated and implemented by Veolia is the *RecyclePak* program. Veolia provides a simple and cost effective solution to collect and divert waste from landfill. Water and energy saving campaigns are also underway across Veolia operations throughout Australia. A National Sustainability Working Group is being established to drive environmental and sustainability initiatives throughout the business.

### 2.4 Location in the packaging chain

Veolia Environmental Services collects and sorts packaging waste to on-sell to recycled product manufacturers. Under the Covenant framework, Veolia is considered an 'other' organisation.



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## 2.5 Size of organisation and fund contribution

Revenue: in excess of \$800 million in 2010

Employees: 3,086 in 2010 across 130 sites

As an 'other' organisation, Veolia is required to provide a fund contribution of \$1100 per year.

## 2.6 Facility locations

Veolia operates 130 sites in Australia and has a presence in every state and territory except ACT. These sites are as diverse as dry waste transfer stations, medical waste treatment, material recovery facilities, landfills and waste management centres.

## 2.7 Veolia Environnement's Sustainability Charter

Veolia's French parent company, Veolia Environnement, committed to the principles of sustainable development in 1999 through the adoption of a 12-point *Sustainability Charter* (Appendix A) that globally informs all of Veolia Environnement's business operations and strengthens this environmental commitment. Currently the strategic aims of this charter are under review with the aim to expand the charter and strategy to further improve our environmental and sustainability achievements.

## 2.8 Environmental Management System

All Veolia sites across Australia are certified to the international standard ISO 14001:2004. As such, all Veolia sites operate an Environmental Management System (EMS). The EMS requires re-accreditation every year and is one way that Veolia demonstrates its commitment to the conservation of the environment.

## 2.9 Appointed Covenant officer

For further information regarding this Australian Packaging Covenant Action Plan or any other Australian Packaging Covenant related matters please contact:

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Position: Environment Officer

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### 3 Action Plan 2010-2013

#### Veolia Environmental Services Australia, Packaging Covenant Action Plan 2011

Performance Goal	Covenant KPI	Measurement KPI	Method	Target Dates	SPG Outcomes
<b>Design</b>  <i>Optimise packaging to achieve resource efficiency and reduce environmental impact without compromising product quality</i>	1. Proportion of signatories in the packaging chain implementing the sustainable packaging guidelines for design or procurement of packaging.	1A.	Roll-out State-based Sustainability Action Plans to implement national sustainability strategy	ALL STATES 2012	Packaging designed to: <ul style="list-style-type: none"> <li>• avoid or minimise the use of materials and other resources</li> <li>• optimise its recyclability and recycled content</li> <li>• reduce litter impacts</li> </ul>
			Implementation of the 'Green Procurement' policy matrix to include (but not limited to) a questionnaire that requests information from suppliers to assist in answering questions in the SPG.	2011	
			Distribute information to relevant customers regarding SPG and its benefits	2012	



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<p><b>Recycling</b></p> <p><i>The efficient collection and recycling of packaging</i></p>	2 National recycling rate for packaging	2	Development of a communications team with a focus on improving existing recycling (internal and external) gains and to inform on SPG and other policies relevant.	2011	A contribution to improved recovery of packaging from households and away-from-home sources
	3. Percentage of signatories with on-site recovery systems for recycling of used packaging	3			
	4. Percentage of signatories with a policy to buy products made from recycled material	4			
	5. Additional tonnes of material reprocessed in primary and secondary markets as a result of covenant-funded projects	5	Review of internal Environmental KPI's to include existing recycling rates and improvements in process	2011 – 2013	Increased secondary markets for recovered packaging materials
	6 Percentage of all recovered packaging which is reprocessed in Australia.	6	Provide regular support to customers through the national accounts and business development, PR, general marketing communications, and internal communications functions to further promote our recycling services through RecyclePak.	2011 – 2014	
			Implementation of a Project Development team to focus on opportunities to develop recycling facilities.	2011	



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			Investigate refinements to MRF process and gains in tonnages recovered.	ONGOING	
			Report on Australia's progress in the 'towards zero waste' policy detail.	ONGOING	
<b>Stewardship</b>  <i>A demonstrated commitment to product stewardship by the supply chain and other signatories</i>	7. Percentage of signatories with formal processes in place to work with others to improve design and recycling of packaging	7A	Develop formal audit and reporting process to assess customer and internal waste	2012	Reduction in litter
		7B			Demonstrated commitment to product stewardship
	8. Percentage of signatories demonstrating other product stewardship outcomes for packaging	1B	Perform lifecycle assessments of Veolia facilities	2011 - 2015	
	9. Reduction in number of packaging items in litter		Include specific sustainability questions and requirements into procurement tenders	2013	
			Employ dedicated RRS sales professional to develop market contact and establish markets for recovered product	2013	



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## 4 Management System

To increase the success of the Packaging Covenant, Veolia have put together a cross-functional team to drive the project with internal and external stakeholders. The management team comprises representatives from senior level to implement the function and projects set out in our action plan which include capital spend projects, services development, environmental and sustainability procedures, marketing and the administration of our covenant plan. The nature and representation of the team allows for a broad spectrum of facilitators, experts and administrators to plan, enact and communicate the covenant actions specified in our plan.

With this team in place and with endorsement from the Veolia Environmental Services Managing Director, Mr. Doug Dean, we plan to contribute to the aims of the SPG in the following areas:

- Develop processes and techniques to support the covenant and SPG goals
- Increase our ability to divert packaging waste from landfill
- To increase the market for secondary recycling
- Build and share knowledge of best practice techniques internally and external to further support the covenant goals.

### 4.1 Team Structure:

Doug Dean – Managing Director

Benjamin Bateman – Covenant Officer

Peter Shmigel – General Manager – Sustainability & Public Policy

Richard O’Keefe – General Manager, National Business Development

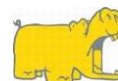
Tony Cade – Group General Manager, Marketing & Development

Renee Fry – National Marketing and Communications Manager



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## 4.2 Baseline data and KPIs

As a result of the action plan development, as well as the reduction in goals and related KPI's that have been developed for the APC, Veolia have created a number of performance measures that allow better results in the covenant program.

The relevant KPIs are defined below. As an 'Other' organization, the KPIs are best practice solutions for Veolia to enable a high level of success in each covenant goal.

### **KPI 1**

KPI1 is split into to 2 outcomes:

*1A: Implementation of sustainability communications program with internal and external stakeholders*

*1B. Implementation of a sustainability working group to implement Veolia packaging and procurement policies*

As a waste management company, our ability to undertake design changes is limited. However, we are able to raise issues that can drive changes within organisations as an end of life service provider.

### **KPI 2:**

*2: Internal recycling rate*

Currently there is no data available for internal waste recovery. This is to be developed in accordance with measurements for the internal waste policy.

### **KPI 3:**

KPI 3 is an important indicator of recycling trends and is valuable as a measure of the covenant goals:

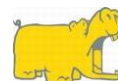
*3A: Percentage of customers with a packaging waste recycling service*

Veolia is able to report on customer's with packaging waste recycling services (commercial-in-confidence).



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**KPI 4:**

*4: Implementation of a Veolia 'Green procurement policy' to include packaging.*

Veolia is currently reviewing its procurement system to include weighted scoring for sustainable procurement.

**KPI 5:**

*5: Progress feasibility studies for new recycling facilities*

Several new recycling facilities are in concept design planning stages. Feasibility studies can be reported once due diligence has commenced.

**KPI 6**

*Tonnage increases in MRF output*

Data is available to provide ongoing performance of our MRF's.

**KPI 7:**

To support covenant goal 3, Veolia has split this KPI in to two performance measures. Both of which will support the stewardship area of the SPG goals with customers and public.

*7A: Number of customer waste audits completed*

Veolia currently possesses data on the number of waste audits undertaken.

*7B Number of customers receiving education materials related to recycling improvements*

Veolia will report the number of users on its online educational tool, as well as ad hoc requests for education materials



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