

Annual Report and Action Plan

Company Name: **Blackmores Limited**

Trading As: **Blackmores Limited**

ABN: **35009713437**

About APCO

Australian Packaging Covenant Organisation (APCO) is a co-regulatory not-for-profit organisation leading the development of a circular economy for packaging in Australia. APCO's vision is a packaging value chain that collaborates to keep packaging materials out of landfill and retains the maximum value of the materials, energy and labour within the local economy.

Each year, APCO Brand Owner Members are required to submit an APCO Annual Report and an APCO Action Plan. This document is the Annual Report and Action Plan output for the organisation listed above. This document provides the overall performance level of the organisation, as well as any commitments they have made to work towards on their packaging sustainability journey. This document may also include additional information provided by the Member in their report.

Overall Performance **Leading**

The chart below indicates the overall performance level of this organisation listed above in the 2022 APCO Annual Report. The organisation's reporting period was **January, 2021 - December, 2021**



Understanding APCO Annual Reporting performance levels:

- 1 Getting Started:** You are at the start of your packaging sustainability journey.
- 2 Good Progress:** You have made some first steps on your packaging sustainability journey.
- 3 Advanced:** You have taken tangible action on your packaging sustainability journey.
- 4 Leading:** You have made significant progress on your packaging sustainability journey.
- 5 Beyond Best Practice:** You have received the highest performance level and have made significant progress on your packaging sustainability journey.

Contact

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Additional Information

The information below indicates additional information that the organisation included in their APCO Annual Report.

Please use the space below to provide examples or case studies of exemplary packaging sustainability conducted by your organisation.

As a founding signatory of the Australian Packaging Covenant, our commitment to a sustainable future is central to all we do. To help deliver our vision, a Group Packaging Strategy team has been working to support the business globally in better packaging decision making.

In the reporting period, Blackmores introduced an industry known third-party Life Cycle Assessment tool (LCA) which has enabled us to conduct assessments on current packaging formats. This work included LCAs on glass, PP and HDPE formats of varying pack sizes. Additional like-for-like scenario work was conducted for several packs. This work has informed us of our current upstream impact, enabling us to make comparative assessments against previous work. The outcomes are important insights for our Sustainable Materials Hierarchy and inform the Group Sustainable Packaging Strategy.

The Blackmores Sustainable Packaging Materials Hierarchy was developed to inform future packaging material selection. Developing a scored Matrix across multiple criteria ensures a balanced approach and guides decision making.

The task has enabled the Group Packaging Strategy team to understand and score 12 identified potential packaging materials against:

- Blackmores Group Sustainable Packaging Guidelines,
- the outcomes of desktop carbon emissions scorecard, and
- an alternate technical scorecard.

To help mitigate bias, key stakeholders scored over 50 questions against different materials using a series of questions relating to: Sustainability, Sourcing, Packing, Transportation, Consumer Engagement and Product Quality and Stability.

The approach was assessed by APCO and Helen Lewis and reflected positive progress to inform future packaging choices.

APCO Action Plan Commitments

For each of the Packaging Sustainability Framework criteria listed below, a description is provided along with the commitments made by the organisation in their APCO Action Plan.

Criteria 1:

Governance & Strategy:

This criteria considers actions to integrate packaging sustainability into business strategies.

- Develop a strategy that includes goals (objectives) and targets for packaging sustainability that addresses the Sustainable Packaging Guidelines (SPGs) or equivalent.
- Include a commitment to achieving the 2025 National Packaging Targets in our strategy.
- Have our executive or board of directors review our strategy and have the strategy integrated within our business processes.
- Regularly communicate and promote packaging sustainability objectives and targets within our

organisation.

- Regularly engage or communicate with our external stakeholders about the environmental impacts of our packaging.
- Actively participate in initiatives to promote packaging sustainability outside of our organisation.

Criteria 2:

Design & Procurement:

This criteria considers actions taken to ensure that sustainability principles are considered in the design or procurement of both new and existing packaging through use of the Sustainable Packaging Guidelines (SPGs).

- Review **85%** of our packaging against the Sustainable Packaging Guidelines (or equivalent).
- Incorporate the Sustainable Packaging Guidelines (or equivalent) into procurement processes.
- Consider the following Sustainable Packaging Principles in our packaging reviews:
 - Design for recovery
 - Optimise material efficiency
 - Design to reduce product waste
 - Eliminate hazardous materials
 - Use of renewable materials
 - Use recycled materials
 - Design to minimise litter
 - Design for transport efficiency
 - Design for accessibility
 - Provide consumer information on environmental sustainability
- **50%** of our packaging to be optimised for material efficiency.

Criteria 3:

Recycled Content:

This criteria considers actions taken to increase or optimise the amount of recycled material used by your organisation.

- Develop a policy or procedure to buy products and/or packaging made from recycled materials.
- Use recycled content in:
 - Secondary packaging that we use to sell our products
 - Tertiary packaging that we use to sell our products
 - Other items which we purchase (e.g. office stationary and suppliers etc.)
- **46%** of our packaging to be made using some level of recycled material
- Improve the accuracy of our data regarding use of recycled materials.

Criteria 4:

Recoverability:

This criteria considers actions taken to improve the recovery of packaging at end-of-life and increase use of

reusable packaging.

- 99% of our packaging to be designed to have all packaging components be recoverable at end-of-life.
- Improve the accuracy of our data regarding recoverability.
- Use PREP to assess the recyclability of our packaging through kerbside collection in Australia and/or New Zealand.
- Investigate opportunities to use reusable packaging.
- Participate in a close-loop recovery program/alternative collection system.

Criteria 5:

Disposal Labelling:

This criteria considers the extent to which packaging has been labelled to help consumers determine what to do with packaging at end-of-life.

- 72% of our packaging to have on-pack labelling to inform correct disposal.
- Improve the accuracy of our data regarding labelling.

Criteria 6:

On-site Waste:

This criteria considers progress in increasing the amount of on-site solid waste being diverted from landfill.

- Have recycling programs for the following materials:
 - Paper/cardboard
 - Soft plastics
 - Rigid plastics
 - Glass
 - Metals
 - Gelatin/Gelatine
- Aim for 70% of our on-site waste to be diverted from landfill.
- Improve the accuracy of our data regarding on-site waste.

Criteria 7:

Problematic Materials:

This criteria considers the extent to which organisations are actively phasing out problematic and unnecessary single-use plastic packaging and preventing/reducing litter.

- Help reduce litter by:
 - Participating in Business Clean Up Day
 - Delivering a litter education campaign
 - Blackmores Braeside Team hosts regular community volunteering initiatives in the local area

including participation in Clean Up Australia Day.

Blackmores has had a proactive approach to reducing litter generated through the Blackmores Sydney Running Festival, however, this event did not go ahead in the reporting period because of COVID impacts.

- Phase-out the following problematic and unnecessary single-use plastic items:
 - Rigid polystyrene (PS) packaging
 - Opaque polyethylene terephthalate (PET) bottles
 - Rigid plastic packaging with carbon black