



# National Packaging Covenant

## 2005-2008 Action Plan



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## 1 Introduction

Sensis Pty Ltd became a signatory to the National Packaging Covenant (the "Covenant") in October 2000. The Covenant is a critical element in Sensis' Corporate Responsibility strategy and commitment to reducing the environmental impacts of our operations.

Since signing the Covenant in 2000, Sensis has demonstrated continuous improvement in reducing both product and packaging impacts.

Sensis supports the objectives of the reviewed Covenant and upholds its responsibilities under it. This Action Plan outlines Sensis' commitments to reducing the impacts of packaging in and arising from our operations for the period of July 2005 to June 2008.

### 1.1 Scope

This National Packaging Covenant Action Plan addresses all of Sensis' consumer and freight packaging and associated issues and actions.

Print product packaging covered in this Action plan includes the following brand publications in 2005. As new physical products are launched, their packaging will be included in and covered by the Plan.



The Plan does not cover Sensis print or non-print products themselves, which are covered by extensive extended producer responsibility programs enshrined in our Sustainability Covenant with Victorian Government and our Sustainability Compact with NSW Government.

### 1.2 The Environmental Code of Practice for Packaging

In co-operation with printers, paper suppliers and distributors, Sensis will continue to make material and design choices for directory packaging according to the environmental principles and waste management hierarchy set out in the Environmental Code of Practice for Packaging.

In the approvals process for new products and changes to existing products, Sensis commits to having consideration for the Environmental Code of Practice for Packaging as a key part of the decision making process.

The commitments and targets outlined in this Action Plan have been developed with reference to the Environmental Code of Practice for Packaging.

### 1.3 Regulatory Framework

Sensis is bound by the Covenant and NEPM as a brand owner and due to its use of consumer and freight packaging for its print products.

### 1.4 More Information

For further information concerning the Sensis National Packaging Covenant Action Plan and Sensis' environmental programs, visit our website at <http://www.about.sensis.com.au/community/environment.php> or email [environment@sensis.com.au](mailto:environment@sensis.com.au)

## 2 Commitment to the Environment

Sensis commits to sound environmental management in all our operations. We believe environmental management is a fundamental ingredient in the development and implementation of all business policies, strategies, and decision-making.

### 2.1 Sensis Environment Policy

Developed in line with the Telstra Environment Policy, the Sensis Environment Policy addresses the specific environmental management goals of Sensis.

To deliver on our commitment to high standards of environmental performance, Sensis seeks to:

- implement appropriate strategies to minimise environmental impacts;
- define environmental accountabilities;
- empower managers to provide environmental leadership and require all employees to take personal ownership of Sensis' environmental performance;
- be open, transparent and responsive to public and stakeholder concerns with respect to our environmental performance; and
- comply with statutory and corporate requirements.

### 2.2 Sensis Environment Vision

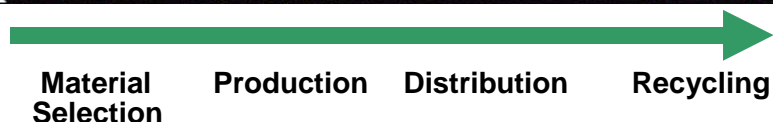
Our Environment Vision is to be one of the key leaders in the media and advertising industry for:

- the management of our environmental issues;
- compliance with environmental standards;
- communication and response to all stakeholders;
- educating our stakeholders in our key environment issues;
- adopting the philosophies of sustainable development;
- being innovative in the way we manage environmental issues; and
- the percentage of directories recycled.

### 2.3 Sensis Environmental Programs and Commitments

Sensis' range of programs and commitments include:

- Sensis Recycling Program for recovery and recycling of our print products nationally;
- GreenOffice Program for nearly 3000 staff;
- Sustainability Covenant commitments with state governments;
- Environmental Management System;
- WasteWise certification (Victoria);
- Support of our SME customers through the Sustainability Self-Assessment Tool; and
- Environmental education for consumers and businesses.

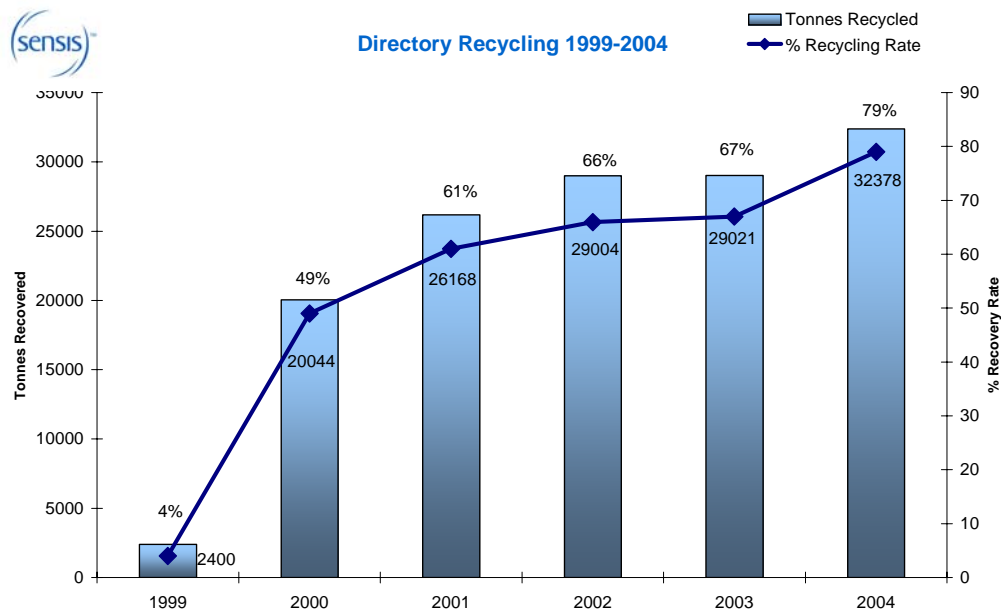


### 3 Sensis Recycling Program – Non-Packaging Product Stewardship

The Sensis Recycling Program is Sensis’ key environment program, working in partnership with the community and waste industry to recycle both pre-consumer and post-consumer directory waste. The Sensis directory recycling program was launched by Sensis in 1991, in recognition of the need to ensure sound environmental management of all its print directory products throughout their lifecycle.

Along with old directory recycling, the program now involves the recovery of all pre-consumer directory paper waste and the post-consumer recycling of other Sensis print products in the Trading Post publications, UBD and Gregory’s street directories and other new print products.

Communities throughout Australia have embraced directory recycling. In 2004 directory recovery was a record 79%, and recovery has continued year on year as seen in the graph below:





## 4 Sensis and the Covenant KPIs

### 1. Packaging optimised to integrate considerations about resource efficiency, maximum resource re-utilisation, product protection, safety and hygiene

Sensis' print products are made up of a total of 51,100 tonnes of paper, and the aim of the limited consumer packaging utilised in their production and distribution is to maintain the paper product integrity and thereby save significant wasted paper resources.

Freight packaging plays the important roles of maintaining product integrity during transport and protecting the safety of those handling the products during transport.

For both financial and resource efficiency reasons, the amount of both consumer and freight packaging is kept to a minimum in all Sensis operations.

### 2. Efficient resource recovery systems for consumer packaging and paper

Whilst established kerbside and commercial recycling collections support the recovery of our print products, the light-weight film plastics utilised in consumer packaging, whilst being technically recyclable, are not widely collected through established systems.

Waste film plastic and cardboard packaging materials are recycled at Sensis' printing and major distribution sites through dedicated commercial collections.

Through our GreenOffice program, all Sensis offices have packaging recycling bins for paper, cardboard, bottles cans and cartons.

### 3. Consumers able to make informed decisions about consumption, use and disposal of packaging of products

Sensis invests significant resources in educating our consumers on the recycling of our print products.

As Sensis' only consumer packaging materials are not currently accepted in kerbside systems, 'recycling' symbols or other messages are not appropriate. If and when film plastics become widely accepted in established recycling systems, messages will be included on all packaging or products educating consumers on appropriate disposal for recycling

### 4. Supply chain members and other signatories are required to demonstrate how their actions contribute to the Covenant Performance Goals (1-3).

Sensis has adopted the Environmental Code of Practice for Packaging, and will assess product packaging as part of Life Cycle Assessment of all new products and initiatives, including changes to packaging.

Actions set out in this Action Plan fall under specific KPI areas in order to address and demonstrate Sensis' contribution to the Covenant Goals.

### 5. All signatories demonstrate continuous improvement in their management of packaging through their individual Action Plans and Annual Reports.

Sensis will report on this Action Plan annually to demonstrate our continuous improvement and highlight areas for further work.



## 5 Print Product Packaging – Baseline Data

The baseline data below represents data for the 2004/2005 financial year.

	Packaging Material <sup>1</sup>	Recyclable?	Yellow Pages® & White Pages® Directories (t/y)	Trading Post (t/y)	Universal Publishers Maps & Directories (t/y)
<b>Consumer Packaging</b>	LDPE Shrink Wrap <sup>2</sup>	Technically – no kerbside services	162	-	-
	HDPE Carry Bags <sup>3</sup>	Yes (drop-off)	7.8	-	-
<b>Freight Packaging</b>	LLDPE Pallet Wrap	Yes – dedicated collection	55	14.0	Unknown
	Bundle Strapping	Technically – no current services	-	29.3	-
	Cardboard Pallet caps	Yes	3.8	-	-
	Cardboard cartons	Yes	-	-	213
<b>Total Packaging Weight</b>			229	43.3	213
<b>Total Product Weight</b>			41,000	8,400	1,728
<b>Total Packaging Ratio</b>			0.0056	0.0052	0.12

### 5.1 Notes on Baseline Data

1. The recycled content of the packaging materials is not known for 2004/2005, and the collection of this data will form a part of the 2005-2008 Action Plan.
2. A proportion of this material is removed during distribution and therefore does not reach the consumer but is disposed of at distribution contractor warehouses.
3. Used for distribution in wet weather and holiday homes etc to protect books from water damage, resulting in significant waste paper. Average weight 5.5g.



## 6 2005-2008 Action Plan Commitments

Building upon the commitments and progress made in Sensis 2004/05 NPC Action Plan the Sensis 2005/2006 and beyond Action Plan commitments are as follows:

KPI Focus Area	Action	Target	Timeframe
<b>Total Weight of Packaging</b>	Monitor total packaging use, and assess weight impact of all decisions involving packaging changes	Maintain total packaging ratio (consumer and freight packaging) for directories and newsprint products below 0.006 and below 0.15 for other print products	On-going
	Explore and trial options to reduce total consumer packaging used	Reduce use of LDPE shrink wrap consumer packaging in directory production by 10%	2005/2006
	Explore palletising methods to reduce total freight packaging used	Reduction of freight packaging utilised	2005-2007
<b>Design and Manufacture Improvements</b>	Explore potential changes to the design of print product packaging to reduce environmental impacts	Trials of identified improvements carried out, and implemented as appropriate	2006-2008
	Explore potential changes to print products resulting in a reduced requirement for packaging	Trials of identified improvements carried out, and implemented as appropriate	2006-2008
<b>Changes to Product Protection or Supply Chain</b>	Explore alternative options to HDPE plastic carry bags for protecting directory product from water during distribution	Alternative found and implemented which meets product protection requirements	2005-2007
<b>% Recycled content in packaging</b>	Audit current recycled content with suppliers of all packaging material	Addition of recycled content data for all materials to baseline data	June 2006
	Increase recycled content in packaging	Cardboard >50% recycled Film Plastics >25% recycled content	2006-2008



KPI Focus Area	Action	Target	Timeframe
<b>Non-Recyclable Packaging</b>	Through Lifecycle Assessment processes, monitor all decision making to avoid use of technically non-recyclable packaging	No technically non-recyclable packaging materials used	On-going
	Reduce use of recyclable packaging not currently accepted in kerbside or standard commercial systems	Measurable reduction from baseline year on year	2005-2008
<b>On-site Collection/Recycling</b>	Continue and maintain recycling services for all Sensis office sites for paper, cardboard, bottles, cans and cartons	All sites actively recycling and data being recorded to track progress	On-going
	Continue and maintain recycling services for all Sensis printing and distribution sites for freight paper and cardboard and film plastic packaging	All sites actively recycling and data being recorded to track progress	On-going
<b>Baseline Performance Data</b>	Complete baseline data table, including recycled content, for all print product packaging	Data complete	June 2006
	Develop template for print sites to facilitate reporting on relevant baseline data information	Template developed and distributed	Dec 2005
	Track progress against baseline data	Reduction in packaging ratios for all print products	2006-2008
<b>Annual Reporting</b>	Produce annual Action Plan report against KPIs	Full report submitted to Covenant Council	June 2006; June 2007; June 2008
<b>Consumer Education</b>	If and when film plastics become widely accepted in established recycling systems, messages will be included on packaging or products educating consumers on appropriate disposal for recycling	Messages on all appropriate product packaging	As required