

# Simplifying requirements in the packaging industry



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The Australian Packaging Covenant Organisation (APCO) and not-for-profit standards organisation GS1 Australia, have collaborated to assist APCO Members with annual sustainability reporting.

The partnership means 55 per cent of APCO Annual reporting questions have been incorporated into the GS1 National Product Catalogue (NPC) database, providing a solution for APCO Members to actively track progress towards the 2025 National Packaging Targets.

Members can provide live data to the APCO organisation through a simple checkbox process, confirming that information can be shared. Data input to the NPC can also be downloaded by Members.

This supports the completion of both the APCO Annual Report and the Australasian Recycling Label (ARL) Report, an on-pack labelling scheme to help consumers recycle correctly and support Brand Owners and packaging manufacturers to design packaging that is recyclable at end-of-life.

The partnership is in response to APCO Members' requirement for enhanced efficiency in data collection and supports easy collation of packaging metrics to track progress in sustainable packaging.

"We are excited to partner with GS1 Australia to help our Members meet the changing regulations and consumer demands in the packaging industry," said APCO CEO, Chris Foley.

"If Brand Owners elect to share their packaging metrics with APCO, accurate and consistent data from the NPC will ensure that our Members are supported in meeting their reporting requirements."

With legislation and consumer sentiment driving the need for more accurate and transparent reporting, the two organisations believe that the GS1 NPC is well-placed to support the streamlining of reporting requirements under the Australian Packaging Covenant and the Australasian Recycling Label Program.

Reporting attributes are currently live in the NPC and APCO Members can submit packaging information to support collection of data for the 2024 reporting round of both the APCO Annual Report and the ARL Report.

"At GS1 Australia, we understand the importance of accurate and reliable information in the supply chain," said GS1 Australia CEO, Maria Palazzolo. "We are thrilled to work with APCO to provide a solution that will help the industry meet reporting requirements and drive sustainability in the packaging sector."

The partnership between APCO and GS1 Australia is a significant step towards time-saving solutions to track sustainability and will play a key role in shaping the future of the packaging industry in Australia.