



## MEDIA RELEASE

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# GS1 Australia supports government in world-leading circular economy initiative

The Department of Climate Change, Energy, the Environment and Water (DCCEEW) has announced the release of a timely and pivotal initiative – the National Framework for Recycled Content Traceability. A key to driving the reuse of recovered plastics, glass and other materials, into new products – and the transition to a circular economy.

The primary objective of the National Framework is to enhance the level of trust in recycled materials. This goal is pursued by providing guidance to businesses on how to collect and effectively share pertinent information regarding recycled materials.

The framework utilises the GS1 Traceability standard to provide companies with a structure for tracking and tracing products as they move from origin to destination, a critical requirement in managing recycled materials.

Maria Palazzolo, Executive Director and CEO of GS1 Australia said, “We welcome the delivery of this important framework. It will provide guidance to industry on how to manage recycled content. We are particularly pleased that government has referenced the use of GS1 standards to solve some of the problems identified. Invoking standards that are already in use by more than 22,000 Australian businesses will make the task of implementing the framework considerably easier.”

The launch of the National Framework for Recycled Content Traceability is a testament to the Australian Government's commitment to sustainability and is expected to contribute substantially to strengthening our nation's recycling sector. GS1 Australia is proud to be part of the solution.

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