



Australian Packaging Covenant

Smarter Packaging, Less Waste, Cleaner Environment.



Signatory Name: Nintendo Australia Pty Limited

Status: Completed

The content in this APC Annual Report is hereby endorsed by the Chief Executive Officer, or equivalent officer of the organisation.

Yes

Industry sector (please select 1 only):

- Brand Owner / Wholesaler / Retailer
- Packaging Manufacturer
- Waste Management
- Other - Commercial Organisation
- Community Group
- Industry Association
- Government
- Raw Material Supplier
- Other:

Industry type (please select 1 only):

- Food & Beverage
- Pharmaceutical / Personal Care / Medical
- Hardware
- Homewares
- Communications / Electronics
- Clothing / Footwear / Fashion
- Chemicals / Agriculture
- Fuel
- Large Retailer
- Tobacco
- Shipping Company
- Airline
- Other:

PART A – Signatory progress in reaching goals and targets of the Covenant

This section refers to signatory progress against Covenant KPIs. The data from this section will be aggregated across all signatories on an annual basis, and will enable the APC to assess overall progress against Covenant Goals and KPIs, and those of its own Strategic Plan. You can include any particulars relevant to your sector in Part B.

Please indicate your organisation's reporting period:

- Financial Year: 1 July 2010 – 30 June 2011
 Calendar Year: 1 January 2011 – 31 December 2011

Goal 1: Design - optimise packaging to use resources efficiently and reduce environmental impact without compromising product quality and safety.

KPI 1: % of signatories with documented policies and procedures for evaluating and procuring packaging using the SPG's or equivalent

1. Does your company have documented policies and procedures for evaluating and procuring packaging using the SPG's or equivalent?

Yes No

Definition of Packaging Type

Reporting of the proportion of packaging reviewed using the Sustainable Packaging Guidelines, whether existing or new, need not be individual SKU or products. Signatories can review – and report on their review – by grouping their packaging into different types if this is more effective and efficient. Grouping into 'types' can be by individual products (SKU's), or by related packaging / products, e.g. by type of material used (paper/ cardboard, plastic, glass, metals...), by brands, by packaging manufacturer, or by some other category which makes sense in their own design and production processes. Reporting the number or percentage reviewed should be by 'Type' as defined by each signatory's own practices, and each signatory is free to decide how to do this. A manufacturer with a small number of products might review each package independently, with each considered a unique 'type'. A large manufacturer with many products may group them for review by looking at each material type, or may review each brand or range of products in turn, or may have different packaging suppliers and work with each in order. In both cases, the reporting should simply be by the 'types' of packaging that have been reviewed.

2. Of the types of packaging **existing** at the beginning of the reporting period, what percentage had been reviewed using the Sustainable Packaging Guidelines (SPG) by the **end** of the reporting period?

%

3. Of the **new** types of packaging introduced during the reporting period, what percentage has been reviewed using the Sustainable Packaging Guidelines (SPG) by the **end** of the reporting period?

%

4. Describe (other?) outcomes achieved using the SPG in regard to:

Please indicate even if you have done nothing in this area

- a) *Avoiding or minimising the use of materials and other resources*

- b) *Optimising recyclability and recycled content*

- c) *Reducing litter impacts*

Goal 2: Recycling - efficiently collect and recycle packaging.

KPI 3: % signatories applying on-site recovery systems for used packaging

4. Do you have on-site recovery systems for used packaging?

- Yes at all facilities/ sites
 Yes at some, but not all facilities/ sites
 No

6. Describe what types of packaging materials are collected and recycled on-site

Packaging materials that are unable to be re-used in the shipping process are recycled. Packaging materials from reconfiguration of products as well as oversupplied packaging from the assembly process are also collected, recorded and recycled.

7. Actual: Describe what progress (since the beginning of the reporting period), if any, has been made in collecting and recycling materials on-site

We have introduced recycling facilities at one of our off-site assemblers to collect and return to us the materials for recycling. We have also contracted with another assembler to collect and recycle waste packaging materials directly.

KPI 4: Signatories implement formal policy of buying packaging made from recycled products

8. Does your company have a formal policy of buying packaging made from recycled products?

- Yes No

Goal 3: Product Stewardship - demonstrate commitment by all signatories

KPI 6: % signatories with formal processes to work collaboratively on packaging design and / or recycling.

11. Does your company have formal processes in place for collaborating with other companies or organisations on improved packaging designs and/or recycling which aims to reduce or eliminate waste?

- Yes No

KPI 7: % signatories showing other Product Stewardship outcomes

14. Since the beginning of the reporting period, has your company had any other outcomes related to product stewardship?

- Yes No

KPI 8: Reductions in packaging items in the litter stream

16. Briefly describe what measures, if any, have been implemented to reduce litter.

No change in actual packaging configuration has occurred, however the introduction of a new software case has resulted in a reduction of packaging material (on a product to packaging basis) in the waste system.

General

17. Please provide details of any special circumstances or additional information that will help us interpret this report (you may include links to your website showing any case studies or relevant information).

As a wholesale distributor we are dependent on the packaged products supplied by our Head Office. Packaging design and materials are determined by our parent company with environmental considerations and adherence to their green procurement policy. During this reporting period we introduced a new configuration of our handheld console with changed software packaging which has resulted in less plastic material, lighter weight, reduced shipping costs and a reduction in recycling costs.

PART B – Your annual performance

This section will ask you for additional data on your progress made during this reporting period against the **annual** targets you have set for each of the Covenant KPIs. The data you provide in Part B will be used to determine your performance rating. Here we are looking at your achievements in changes to packaging **outcomes** rather than **processes** (e.g. **15 tonnes** of material diverted from landfill rather than a **process** in place to investigate or actually divert waste from landfill). Please use this section to highlight any particulars that you think are relevant about your industry and sector and we will take this into account in the performance rating.

Goal 1: Design

KPI 1: % of signatories with documented policies and procedures for evaluating and procuring packaging using the SPG's or equivalent.

Please enter your targets for this year or milestones in your plan and the extent to which they were achieved.

Please indicate your progress this year towards achieving your annual targets and milestones for KPI 1

	Target: What were your annual targets for the reporting period?	Actual: What did you achieve?
1.	Total weight of consumer packaging (domestic & imported) sold per annum into the Australian Market and the total weight of products packaged.	Packaging 1,693.99 Products 1,317.95 Amounts in Tonnes
2.	Total Weight, by type, of "non-recyclable" consumer packaging sold per annum into the Australian Market.	0.49 Amount in Tonnes
3.	Percentage of signatories providing recycling collection facilities for post-consumer packaging generated on-site.	100% - all Visy.
4.	Estimate tonnage of consumer packaging sent (a) for recycling and (b) to landfill from on-site collection facilities.	A) 57.84 B) 10.83 Amounts in Tonnes
5.	Implementation of Buy Recycled/Green Procurement Purchasing Policy or practices.	Currently establishing standards for Policy. As mentioned in the Action Plan, this will be ready by 2015.
6.	Establishment of baseline performance data.	The above information provides the Baseline for future measurement. Established APC/Environmental Committee. Produced an APC Action Plan. Produced template to review product groups 50% of existing & 100% of new packaging.
7.	Annual Reporting against Action Plan.	This document provides the Annual Reporting against the Action Plan.
8.	Demonstrated improvement and achievements against individual targets and milestones.	As we are establishing baseline for future measurement, improvement cannot be determined. However we have been able to decrease weight in the 3DS (latest handheld console) packaging compared to the DS equivalent.

Goal 2: Recycling

KPI 3: % signatories applying on-site recovery systems for used packaging.

Please enter your targets for this year or milestones in your plan and the extent to which they were achieved.

Please indicate your progress this year towards achieving your annual targets and milestones for KPI 3

	Target: What were your annual targets for the reporting period?	Actual: What did you achieve?
1.	A continuous improvement in the recycling rate over the period 2010 to 2015.	Added off-site assemblies to the collection and recording of recycled packaging materials.

KPI 4: Signatories implement formal policy of buying packaging made from recycled products.

Please enter your targets for this year or milestones in your plan and the extent to which they were achieved.

Please indicate your progress this year towards achieving your annual targets and milestones for KPI 4

	Target: What were your annual targets for the reporting period?	Actual: What did you achieve?
1.	Review current Environmental Policy, introduce Green Procurement Policy & update Purchasing Policy.	Current work in progress. We have an unofficial policy of purchasing packaging materials made of recycled and recyclable materials.

Goal 3: Product Stewardship

KPI 6: % signatories with formal processes to work collaboratively on packaging design and / or recycling.

Please enter your targets for this year or milestones in your plan and the extent to which they were achieved.

Please indicate your progress this year towards achieving your annual targets and milestones for KPI 6

	Target: What were your annual targets for the reporting period?	Actual: What did you achieve?
1.	Develop a process for inclusion of packaging design and recycling requirements in to contracts with vendors.	We have commenced a formal Contract Management Module within our ERP which will allow us to ensure environmental considerations are factored in to vendor management.

KPI 7: % signatories showing other Product Stewardship outcomes.

Please enter your targets for this year or milestones in your plan and the extent to which they were achieved.

Please indicate your progress this year towards achieving your annual targets and milestones for KPI 7

	Target: What were your annual targets for the reporting period?	Actual: What did you achieve?
1.	To develop a process for this area.	Work in progress. This is to be implemented in the coming reporting periods.

KPI 8: Reductions in packaging items in the litter stream.

Please enter your targets for this year or milestones in your plan and the extent to which they were achieved.

Please indicate your progress this year towards achieving your annual targets and milestones for KPI 8

	Target: What were your annual targets for the reporting period?	Actual: What did you achieve?
1.	We have begun to assess our current packaging configurations and formal documentation of the number of packaging items in our product range.	Work in progress. This is to be implemented in the coming reporting periods.

PART C – Your Experiences

Please use the fields below to share with us any achievements, good new stories or areas of difficulty in making progress against your plan and the Covenant Goals and KPIs. Provide as much detail as you feel is appropriate.

24. Key achievements or good news stories.

The main achievement for us has been the improvement of our recyclability of packaging from 99.95% last APC report to 99.97% this reporting period.
The Nintendo 3DS software plastic cases (introduced in March 2011) utilise less plastic than Nintendo DS software plastic cases.
Off-site assembly areas have been included in the overall recycling program and collection of data.

25. Areas of difficulty in making progress against Covenant KPIs.

Staff changes and a loss of knowledge base has resulted in difficulties maintaining up to date records and our product packaging database. The inclusion of these tasks into position descriptions ensures these tasks are maintained and accurate records are kept.
We focus on what we can control (the production of local packaging and recycling) and ensure accurate reporting on all areas including what is not within our control (finished goods packaging).

26. Any other comments.

When choosing vendors to provide goods and services, we ensure they are also environmentally aware and have the credentials to support this before commencing business with them. A good example of this is our on-going working relationship with our recycler.
When changes in our global packaging specifications occur in overseas territories we benefit locally with the introduction of these changes - an example of this is the development and introduction of light-weight Nintendo 3DS plastic cases.
We recognise the importance of documented policies, procedures and guidelines and have a focus for these in the coming reporting period. We have utilised a thinner software plastic case (as used by other Nintendo subsidiaries) to save on plastic usage. Nintendo 3DS software plastic cases (introduced in March 2011) utilise less plastic than Nintendo DS software plastic cases.
Inner and Shipper packaging was redesigned to be 'fit for purpose' with the introduction of the thinner Nintendo DS software plastic case. Product protection, OHS and environmental concerns were all taken into account to optimise the packaging. As mentioned, Nintendo product packaging is approximately 99.97% recyclable. By predominately using paper, cardboard and recyclable plastic we optimise the recyclability of our product and shipping packaging.
Our committee has discussed the use of recycling symbols to be used on our packaging materials in order to promote the recycling of these materials to minimize litter and landfill. Further investigations and consultation with our Head Office is required in this area.
It is very important to mention that Nintendo Australia receives the majority of its stock from its parent company. As a consequence, there is little control or influence over what packaging we receive. However, our Head Office has very progressive environmental policies which, in turn, controls the packaging we receive. We then determine what type of packaging can be recycled in Australia, according to Australian standards.