



**Strategic Plan**

**WasteMINZ**

**Product Stewardship Sector Group**

**2021-2022**

## **Product Stewardship Sector Group 2020-2022 – Update on our Strategic Plan**

The political and operational context in New Zealand has changed significantly since the WasteMINZ Product Stewardship Sector Group formed two years ago and developed its strategic plan to advocate for mandatory product stewardship.

In that time, six priority product groups have been declared, requiring the development and accreditation of product stewardship schemes for those products that can then be made mandatory once accreditation has occurred. A modified vision for the PSSG has been developed, along with changes to the strategic areas of focus and goals.

### **Vision:**

*Mandatory product stewardship schemes are operating effectively, efficiently and fairly, preventing waste from impacting our environment while advancing a circular economy and striving for outcomes at the top of the waste hierarchy.*

### **Mission:**

To be a Centre of Expertise for industry, the community and government on best practice product stewardship development, providing impartial oversight to work towards high quality and robust schemes designed for our context here in Aotearoa New Zealand and that strive for outcomes at the top of the waste hierarchy.

### **Strategic Areas of Focus:**

#### 1. Expertise:

Members of the committee have experience in leading the co-design of some of the first product stewardship schemes to be considered for regulation. Drawing on this expertise, this committee will be an independent reference point or sounding board for scheme developers to test ideas, run scenarios and connect with subject matter experts who understand the principles of circular design and product stewardship.

With this expertise in mind, the committee will identify opportunities and barriers, between and within schemes.

#### 2. Communication:

To communicate product stewardship in a plain English way to the waste sector, relevant industries, and the public.

To provide education and build awareness about the opportunity product stewardship presents to people, the economy, and the environment.

As regulated product stewardship schemes come into effect, the sector group will support wider communication of the impacts the changes may have on the work of other industry groups and government.

### 3. Advocacy:

Advocate for the best circular product stewardship outcomes for priority products with the top of the waste hierarchy interventions prioritised in the respective regulated product stewardship scheme design wherever possible.

Investigate and begin advocating for new priority products for regulated product stewardship schemes such as, for example, textiles and other packaging.

### **Goals:**

1. Promote positive and wide stakeholder engagement for each product stream by communicating opportunities to have input into various scheme designs and encouraging wide stakeholder representation in scheme design working groups, with a focus on iwi, mana whenua and urban Māori participation.
2. Advocate for the high-level principles established for regulated product stewardship schemes by the Ministry for the Environment are evident and measurable in priority product scheme designs, and include circular economy principles.
3. Ensure open communication with other groups working on product stewardship, including the Ministry for the Environment, the community and non-government organisations, and allied WasteMINZ sector groups.