

Request for Quote
Part of the Mid-Term Review of the National Packaging Covenant
Final Executive Document

Background

The National Packaging Covenant (Covenant) is the voluntary component of a co-regulatory arrangement for managing the environmental impacts of consumer packaging in Australia. It is an agreement based on the principles of shared responsibility through product stewardship, between key stakeholders in the packaging supply chain and all spheres of government – Australian, State, Territory and Local. Its overall success will be measured by the extent to which it meets the overarching targets and environmental goals as laid out in the Covenant.

The current Covenant covers the period 2005-2010. It has a greater emphasis on data and capture of recyclables in the away from home sector than the previous Covenant which expired in 2004.

A mid-term review of the Covenant is required by the end of 2008. This is partially in response to EPHC consultation feedback in which stakeholders expressed a desire to see a high level of accountability for the Covenant. It is also in response to concerns that the only review of the original Covenant occurred as it was about to expire, and that review had been constrained by time and was hence not as comprehensive as it might have been. With the introduction of KPIs and standardised reporting into the improved Covenant, a higher level of certainty about progress can be assured and a mid-term review will allow for any necessary corrective action to be taken before the Covenant expires in 2010.

If the mid-term review indicates that insufficient progress has been made towards Covenant targets the EPHC has given a commitment to give consideration to implementing complementary mechanisms to address any gaps found in the review. A preliminary investigation into potential Complementary Mechanisms is now complete.

Due to the broad range of performance parameters the Covenant Council has agreed will be evaluated, the mid-term review has been broken down into a series of discrete projects, each to provide specific information for an overall review report. Please note that this RFQ relates to the aggregation of the findings of ALL of these discrete projects into a single report. It is not the responsibility of the successful applicant to assess or edit the individual reports, but instead to draw from them the essential information that is relevant to the summary document.

Objective of the Covenant

The objective of the Covenant is to reduce environmental degradation arising from the disposal of used packaging and conserve resources through better product design and production and the re-use and recycling of used packaging materials. Covenant performance against this objective will be assessed by reference to five specific performance goals that encompass environmental, social and economic performance.

Covenant Performance Goals

The goals set out below address specific environmental, social and economic goals.

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

2. Efficient resource recovery systems for consumer packaging and paper.
3. Consumers able to make informed decisions about consumption, use and disposal of packaging of products.
4. Supply chain members and other signatories able to demonstrate how their actions contribute to Goals 1 to 3 above.
5. All signatories demonstrate continuous improvement in their management of packaging through their individual Action Plans and Annual Reports.

In order to measure the achievement of each of the goals identified, specific overarching targets have been established in the following areas:

Increase in the amount of packaging recycled

Signatories will work together to increase the amount of post consumer packaging recycled from its current rate of 48% (2003 baseline) to 65% by 2010.

Packaging made from specific materials will make a contribution to the overarching target as follows:

- paper & cardboard 70–80% (baseline 64%)
- glass 50–60% (baseline 35%)
- steel 60–65% (baseline 44%)
- aluminium 70–75% (baseline 64%)
- plastics 30–35% (baseline 20%)

Increased recycling rate for “non-recyclable” packaging

Industry signatories will work to increase the recycling of some specific materials that are currently either not recycled or recycled at very low rates due to their design, lack of collection/processing infrastructure or lack of markets. These materials are plastics coded (4) to (7) and non-recyclable paper & cardboard packaging.

The recycling rate of packaging manufactured using these materials will be increased from 10% (2003 baseline data) to 25% by 2010.

Composite packaging is another packaging type with very low recovery rates. No baseline data is currently available for composites.

No increase in the amount of packaging disposed of to landfill.

It is recognized that through increased consumption and population growth the amount of packaging disposed of to landfill could still increase substantially.

To address this, a target has been established of no new packaging to landfill (against 2003 baseline data). This means that any additional packaging will need to be recovered for recycling and not disposed to landfill.

Purpose of the Mid-Term Review executive Document

The terms of the National Packaging Covenant include the requirement to complete a comprehensive, independent evaluation of the progress of the Covenant against its overarching targets by 31 December 2008. Several investigations have been commissioned into various aspects of the Covenant operation and each will be separately reported upon.

This project will assess overall progress of the Covenant to date, by compiling the findings of these investigations into an executive summary document to be presented to the Environment Protection and Heritage Council, which comprises all Environment Ministers in Australia.

Scope of the Project

This project seeks to provide an independent, concise, transparent report that cohesively pulls together the key information and findings from investigations currently underway into various aspects of the Covenant.

The consultant is to provide a summary report, of no more than 30 pages, based on the findings of these investigations. This report should compile and summarise information from the sub-reports in order to provide concise information that will assist the Covenant Council to evaluate the key questions of the mid-term review. Specifically, does the Covenant work as a co-operative model, and how effective has the Covenant been in addressing the targets and goals.

It is not expected that the summary report will be a compendium of the information contained in the separate sub reports, but instead will function as the executive summary to the mid-term review, with the reports from the various investigations as the body of the review.

The seven investigations currently underway are;

1. Data
To report specific quantitative results against the 3 overarching targets and 2003 baseline as well as predicting the achievements that the Covenant is capable of making by June 2010.
2. Signatory action plans and annual reports
To evaluate the contribution signatories are making to the Covenant by reporting on and evaluating the tangible outcomes being delivered through signatory Action Plans and Annual Reports by individual organisations, within packaging chain sectors and by other signatories. In addition, this project is to evaluate the Action Plan and Annual Report process.
3. Covenant funded projects
To review current and completed national and jurisdiction projects, funded under Covenant Mark II and evaluate their contribution to the Covenants targets. Contribution to specific goals can be considered if applicable. The project will also assess the adequacy of the current process of evaluating funding applications and monitoring project performance.
4. Stakeholder views
To provide a snapshot of views about the performance of the current Covenant as well as provide a comparison against MK1, where applicable, across the following categories of stakeholders:
 - *Covenant signatories: companies within the packaging industry and supply chain, industry associations, Australian government, State governments, local government; non-government organisations (NGOs), non-compliant signatories*
 - *Non signatories – withdrawn / approached, peak industry bodies, NGOs*
5. Community views
To survey the views of the general community about packaging design, use and recycling and changes over the life of Covenant Mk2.
6. A Contextual and Economic overview
To provide an assessment of the performance of the Covenant by understanding key changes and trends impacting on packaging and by evaluating what the

Covenant delivers. It will provide important context to other analyses being undertaken as part of the mid-term review.

There is an understanding that the Covenant as a cooperative industry and government policy vehicle has not been solely responsible for, nor should it claim credit for, the total overall recovery and recycling rate in the community.

The context will be limited to the Covenant and its objectives and its framework of consumer packaging within the broader recycling industry. What the Covenant has been able to directly achieve and an understanding of the economic implications are important in building a balanced view of the success of the Covenant.

7. Covenant Coverage

To provide a summary of the number of signatories, sectors represented and where, including NEPM implementation and compliance.

Reporting Requirements

The consultant is to provide a report that will function as a detailed executive summary to the other mid-term review documents. This report needs to;

- Be written in clear English that all readers can understand
- Highlight the key findings and recommendations from each component of work undertaken as part of the mid-term review
- Not exceed 30 pages

The report is to be based on the work undertaken as part of the mid-term review and the consultant is to provide detailed answers to the following questions that relate directly to the goals and targets of the Covenant. Other aspects that the consultant deems of interest to Covenant Council that are not covered by these questions may be explored following consultation with the Working Group.

Targets

What progress has the Covenant made against its overarching targets?

What further progress is expected to be made by 2010?

Does the evidence available suggest that the targets will be met by 2010?

What are the key Covenant factors that have directly impacted (positive or negative) on progress to date?

If the Covenant was revised to a third version after 2010 what changes are recommended to improve progress and outcomes?

Goals

What progress has been made against each of the goals?

What instruments has the NPC available to it to improve sustainable packaging and what is the success so far?

General

Based on the work undertaken as part of the mid-term review, provide context and insights into the net, direct benefits and value of the Covenant (if any).

What achievements have been made that do not relate directly to the goals and targets?

Based on evidence available from work undertaken as part of the mid-term review, as appropriate provide brief comment or reference to what is the role and impact of the Covenant in the current environmental context? For example, the impact of climate change and carbon constraints.

What evidence is there that the Covenant works (or not) as a co-operative model?

Based on evidence available from work undertaken as part of the mid-term review, and paying attention to the different types of signatories, are signatories fulfilling their obligations as outlined under the roles and responsibilities section of the covenant document?

The successful consultant will be required to submit their report in both Microsoft Word and PDF formats.

Project Management

The manager of this project will be the NPC Secretariat.

A Working Group for the mid-term review has been appointed by Covenant Council and comprises representatives from all respective sectors. This Working Group advises on the evaluation process and assists in the management of the discrete projects. The Consultant will report directly to the Working Group that will in turn report to the Covenant Council.

Deliverables

1. Commencement Meeting – Friday, July 4, 2008
2. Draft Report for Covenant working group– August 1, 2008
3. Final Report –October 10, 2008

Timeline

Item	Deadline
Tender deadline	27 June
Commencement Meeting	4 July 2008
Draft report submitted to Working Group	August 2008
Final report submitted to Working Group	October 2008

Information and Consultation

The successful consultant must draw on the key reference material listed below and may need to liaise with the Working Group and the authors of the mid-term review investigation reports to prepare the final report.

The consultant should present information as concisely as possible using diagrams or tables where appropriate.

Key Reference Material

- The National Packaging Covenant
- Final reports for the seven discrete components specified in the scope

Key Selection Criteria

The successful applicant will be assessed on the following:

1. Demonstrated understanding of the policy objectives, operational activities and processes of the Covenant.
2. Demonstrated experience in analysing complex data sets
3. Demonstrated experience in analysing qualitative and quantitative data.
4. Provision of a clear methodology for undertaking the analysis and the ability to deliver the objectives of the project within timelines, within budget and to a high quality.
5. The adequacy of the resources which the consultant will make available for the project, including the qualifications and skills of key personnel and their demonstrated experience in the performance of comparable projects.
6. Demonstrated capacity to work independently with a diverse range of stakeholders including Government and industry.
7. Demonstrated experience working with commercial in confidence data.
8. The extent to which the proposal represents value-for-money.

Conflict of Interest

The application for this project received should nominate whether the contractor or their personnel have any potential conflicts of interest.

Confidentiality and Ownership of Intellectual Property

The contractor will be required to keep all material sighted, handled, or produced in connection with this project confidential, including this brief. The contractor must not disclose any information without the prior written permission of the Covenant Council

Unless otherwise agreed in writing by the Covenant Council, all outputs produced by the contractor in undertaking this assignment will remain the property of the Covenant Council and must not be used by the contractor in connection with any other project.

Absence of Legal Obligation

In inviting or receiving responses the Covenant Council makes no representation nor do it intend to create any legal relationship with potential parties who choose to respond to the invitation by the Covenant Council. The Covenant Council has no obligation or liability to any organisation if it decides not to proceed with the proposal outlined in this document.

Submissions

Tenders may be delivered by email, to ecordner@packagingcovenant.org.au and aweston@packagingcovenant.org and must be submitted by close of business on Friday 27 June 2008 and addressed to:

Mr Edward Cordner
Chief Executive Officer
National Packaging Covenant
Level 6, 457 St Kilda Road
Melbourne VIC 3004

For further inquiries, please contact Ed Cordner or Adele Weston on (03) 9861 2325.