

Request for Quote for Stakeholder Views

Part of the Mid-Term Review of the National Packaging Covenant

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.

Specifically, the Covenant (P.9) states “In addition to the Annual reports provided during this period, Covenant Council will report the findings of a comprehensive, independent evaluation of the progress of the Covenant against its overarching targets by 31 December 2008”

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 currently underway.

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 the overall review report. This RFQ relates to just ONE of these discrete projects. The findings of this project will be incorporated with those from the other discrete projects into an overall mid-term review report.

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 this Project

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. This project is one of a number of projects evaluating specific aspects of the Covenant and will feed into the overall Mid Term Review of the Covenant.

This project will canvass stakeholders' views of the Covenant's performance and future direction. These views are important to providing a balanced assessment of the Covenant, it will give context to the other investigations being undertaken as part of the mid-term review and act as a point for comparison against the Covenant Mk1.

A separate study will be undertaken with the community, as users of packaging, in relation to their views on the outcomes and outputs of the Covenant process, such as packaging design and recycling system improvements.

Scope of the Project

The project is 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

The consultant is to develop a cost-effective methodology to deliver a comprehensive assessment of stakeholders views on:

1. Covenant processes and activities:
 - knowledge of Covenant processes and activities;
 - assessment of the major positives and negatives of the Covenant process; and
 - recommendations from stakeholders of how processes could be improved.
2. Communication of the Covenant's goals, achievements and challenges:
 - the various communications channels that have informed stakeholders' views, including, but not limited to events, newsletters and websites;
 - areas of the Covenant's goals, achievements, challenges and processes that stakeholders believe should be the focus of communications activities; and
 - possible improvements to Covenant communications processes.
3. Covenant performance:
 - the extent to which the Covenant is on target to achieve its performance goals and overarching targets as listed in the background section of this brief;
 - specific actions which would assist the Covenant to achieve its 2010 targets; and
 - possible directions for the Covenant post-2010.

Methodology

A list of key stakeholders was developed for the Structural Barriers investigation and this list was endorsed by Covenant Council as a good representation of Covenant stakeholders for that investigation. This list has been updated to reflect the different context of this investigation and picking up some stakeholders who were overlooked in the Structural Barriers investigation. It includes approximately 45 stakeholders from government, the packaging supply chain and non-government organisations and will be used as the basis for the stakeholder list for the review. Additions to the list, developed in consultation with the Covenant Secretariat, are likely to be necessary to ensure all stakeholders are covered

A possible methodology for this project that includes desktop research and stakeholders' responses to a structured questionnaire is outlined below. Applicants are encouraged to develop or refine this methodology.

- Analyse the views of representative peak bodies through their communications, such as websites, newsletters and annual reports.
- Undertake a web-based questionnaire of all Covenant signatories.
- Interview key stakeholders from the list provided by Covenant Council.

Reporting Requirements

The report for this project must cover each of the areas listed under Scope of the review (above).

The report for this project will be one of a number contributing to an overall mid-term review report. The successful consultant will be required to submit their report in both Microsoft Word and PDF formats to facilitate the incorporation of their findings into the overall mid-term review report. Further clarification may be sought from the successful consultant after the final report for this project has been submitted for the purposes of integrating this work into the overall mid-term review report.

Project Management

The manager of this project will be NPC Secretariat.

A Working Group for the mid-term review has been appointed by the NPCC 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 NPCC.

Deliverables

1. Commencement Meeting, as soon as possible after consultant is confirmed
2. Draft Report - May 30, 2008
3. Final Report - June 30, 2008

Timeline

Item	Deadline
Tender deadline	April 11
Commencement Meeting	Week beginning 21 April 2008
Draft report submitted to Working Group	May 30
Final report submitted to Working Group	June 30

Information and Consultation

The successful consultant must draw on all relevant sources of information and liaise with all relevant stakeholders in conducting comprehensive research and analysis of their evaluation of the Covenant.

The successful consultant must also ensure that any legislation or regulation cited is the most current. The consultant should present information as concisely as possible using diagrams or tables where appropriate.

Key Reference Material

- The National Packaging Covenant;
- NPC annual report 2005-06 and 2006-07;
- National Packaging Covenant website analytics;
- NPC Structural Barriers Investigation report;
- Covenant Mk1 Stakeholder Views report, Interview summary, Consultant brief.

Key Selection criteria for the project

The successful applicant will be assessed on the following:

1. Understanding of the background to the Covenant and of Covenant objectives and processes;
2. Demonstrated experience in analysing qualitative and quantitative data and to assess likely future trends;
3. Demonstrated ability of undertaking stakeholder consultation using interview and questionnaire across diverse stakeholder groups;
4. Provision of a clear methodology for undertaking the analysis and 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 sectors;
7. Demonstrated experience working with commercial in confidence data; and
8. The extent to which the proposal represents value-for-money.

Conflict of Interest

The application for this project should nominate whether the contractor or their personnel have any potential conflict 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 NPCC.

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

Absence of Legal Obligation

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

Submissions

Tenders may be delivered by hand, mail, facsimile or email but must be submitted by close of business on Friday 11 April 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 the above on (03) 9861 2322 or ecordner@packagingcovenant.org.au