

To Whom This May Concern,

In support of Application AA1000695 by Soft Plastic Stewardship Australia (SPSA).

I am writing to express my strong support for the application submitted by Soft Plastic Stewardship Australia (SPSA) for authorisation AA1000695. As the founder and operator of a similar scheme in the UK, the Flexible Plastic Fund, I have extensive experience in similar activities in the UK and believe that the proposed scheme by SPSA will significantly benefit the Australian recycling industry and citizens more broadly.

The SPSA's initiative to establish and operate a voluntary product stewardship scheme focused on recycling used soft plastic packaging materials is commendable. By leveraging existing collection systems and sortation infrastructure, and funding the scheme through a levy on participants, SPSA aims to create an effective and efficient recycling system. This approach not only addresses the current challenges in managing soft plastic waste but also stimulates investment confidence to develop recycling capabilities.

I particularly appreciate SPSA's commitment to contributing \$16 million to Coles and Woolworths to cover some of the costs incurred in remediating the REDcycle stockpile. This financial support is crucial for the successful transition of kerbside collection trials and the introduction of a levy per tonne, which are essential for funding the scheme and recruiting new participants.

Furthermore, the interim authorisation requested by SPSA will enable the immediate commencement of the scheme, ensuring that soft plastics are kept out of Australia's landfill. This urgent interim authorisation is vital for the timely implementation of the scheme and the achievement of its sustainability goals.

In conclusion, I fully support SPSA's application for authorisation and urge the ACCC to grant the necessary approvals. The proposed scheme will not only enhance Australia's recycling capabilities but also contribute to global efforts in achieving circularity and reducing plastic waste.

Thank you for considering my submission. Please feel free to contact me if you require any further information or clarification.

Yours sincerely,



Robbie Staniforth
Innovation and Policy Director
Ecosurety

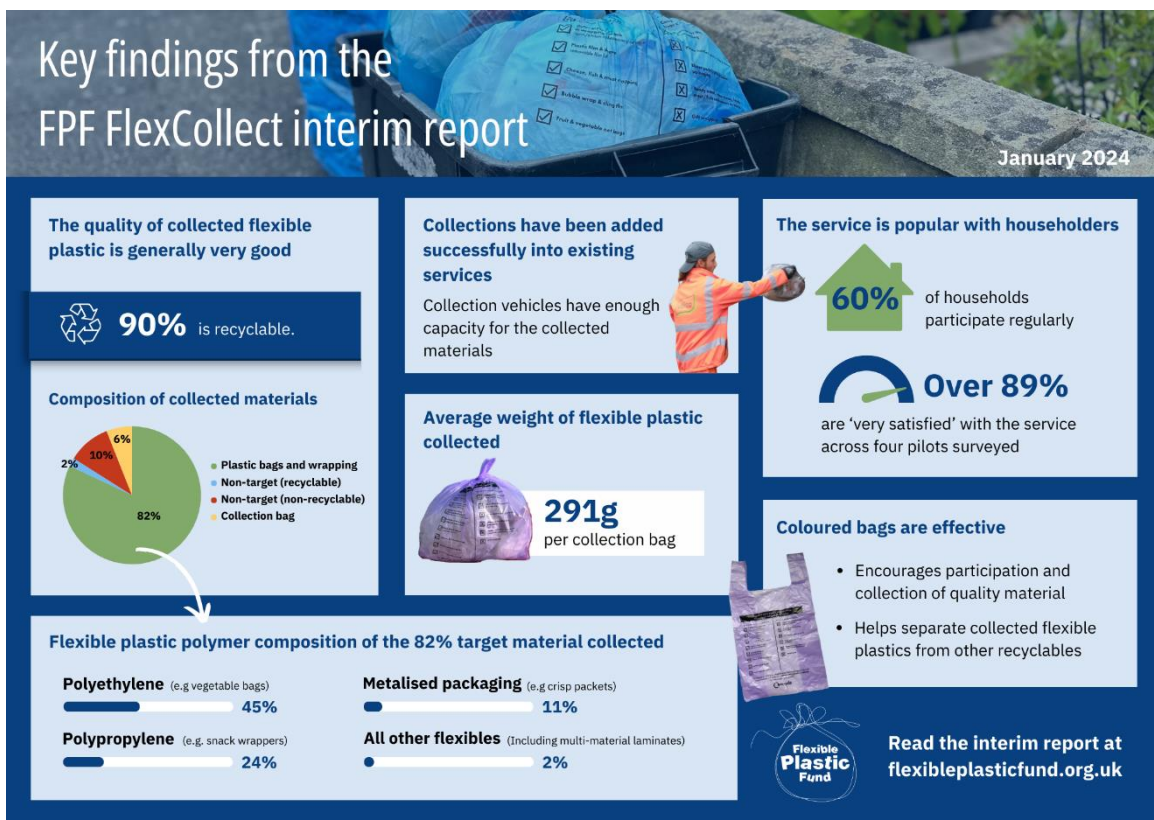
About the Flexible Plastic Fund (FPF)



The Flexible Plastic Fund is a collaborative fund that aims to improve flexible plastic recycling and reduce plastic pollution by giving the material a stable value. Managed by market-leading producer responsibility compliance scheme Ecosurety, the Fund was established in May 2021 by five founding partners: Mars UK, Mondelez International, Nestlé, PepsiCo and Unilever. Partners of the Fund now include Abel & Cole, Ella's Kitchen, Kiddylicious, Koninklijke Douwe Egberts, KP Snacks, Lotus Bakeries, McCain Foods, Natural Balance Foods, Ocado Retail, The Collective, United Biscuits and Vitaflo.

The FPF FlexCollect project

The Flexible Plastic Fund, together with Defra and UKRI SSPP, is funding the £3M FPF FlexCollect project, which will provide information about the operations, performance and economics of source segregated and comingled kerbside collections of flexible plastic packaging to inform policy and assist the EPR Scheme Administrator when they are up and running.



Further information about the FPF and the FPF FlexCollect project, as well as our January 2024 interim project report, can be found on our website: www.flexibleplasticfund.org.uk.