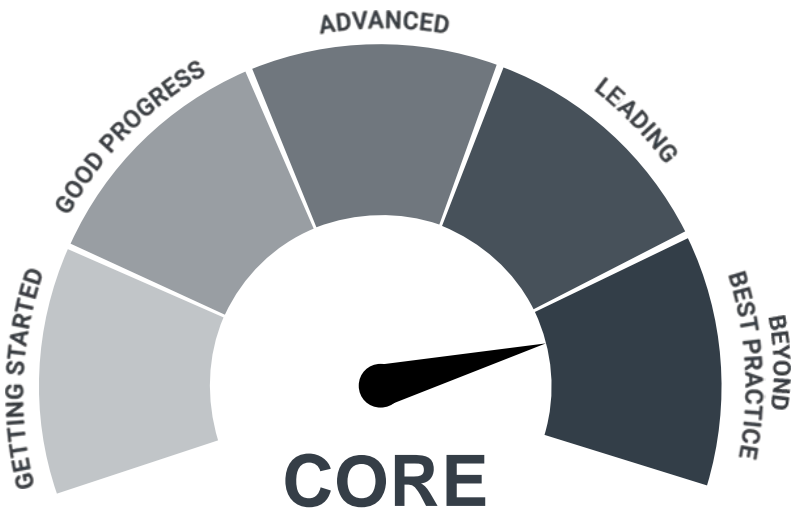
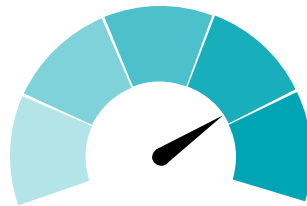


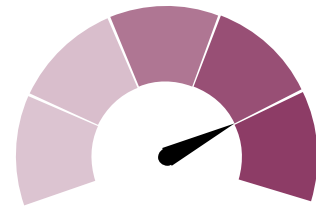
### DASHBOARD



LEADERSHIP



OUTCOMES



OPERATIONS

### SUMMARY

For the 2021 APCO Annual Report, *LION PTY LTD* has achieved Level 5 (Beyond Best Practice) for the core criteria. All seven core criteria were answered and six out of six recommended criteria were answered.

### INDICATORS

This Annual Report shows the organisation's performance against the APCO Packaging Sustainability Framework.

**CORE:** All core criteria.

**RECOMMENDED:** All answered recommended criteria.

**TOTAL:** Sum of all core and answered recommended criteria.

**LEADERSHIP:** All criteria that defines leadership on packaging sustainability.

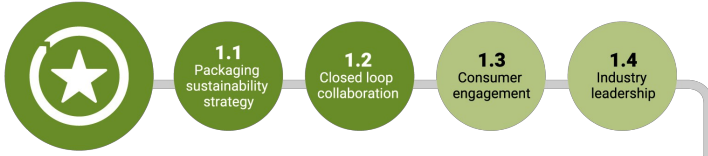
**OUTCOMES:** All criteria that lead to direct improvement in packaging sustainability.

**OPERATIONS:** All criteria related to business operations for improving packaging sustainability.

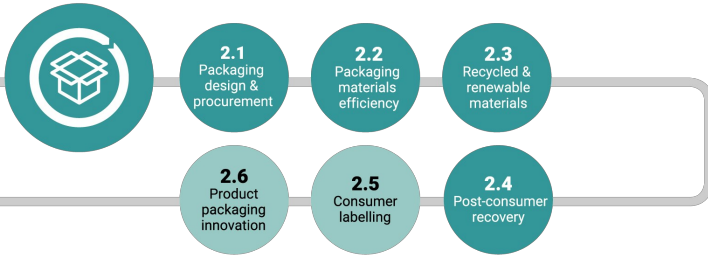
## REPORTING FRAMEWORK

### OVERVIEW

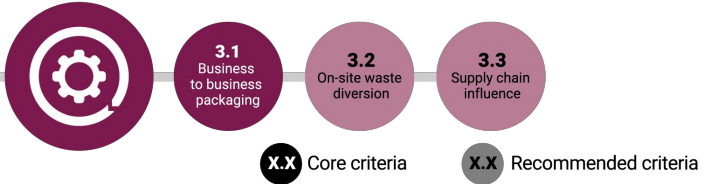
#### 1. LEADERSHIP



#### 2. OUTCOMES



#### 3. OPERATIONS



**X.X** Core criteria

**X.X** Recommended criteria

### LEVEL DESCRIPTION

#### LEVEL 0

#### NOT YET STARTED

The organisation does not have a plan and has not started investigating options for action under the relevant criteria.

#### LEVEL 1

#### GETTING STARTED

The organisation is developing a plan or is investigating options for action under that criteria (e.g. agreeing on goals and targets).

#### LEVEL 2

#### GOOD PROGRESS

There are documented procedures in place (e.g. to implement the Sustainable Packaging Guidelines) or some progress has been achieved, data tracking shows up to 20% of products have achieved the desired outcome.

#### LEVEL 3

#### ADVANCED

The organisation has specific, measurable targets in place, or data tracking shows that >20% of products have achieved the desired outcome.

#### LEVEL 4

#### LEADING

The organisation has more rigorous procedures in place, or an ambitious target has been met e.g. >50% of products have achieved the desired outcome.

#### LEVEL 5

#### BEYOND BEST PRACTICE

The organisation has more rigorous procedures in place, or an ambitious target has been met e.g. 100% of products have achieved the desired outcome.

## ABOUT THE APCO FRAMEWORK

The APCO Packaging Sustainability Framework (the Framework) aims to provide a consistent and transparent framework for assessing and tracking packaging sustainability across organisations. The Framework consists of thirteen independent criteria that belong to three separate categories. These categories are (i) Leadership, (ii) Packaging Outcomes and (iii) Operations. The diagram above shows the different criteria included within each of these three categories.

There are two types of criteria within the Framework:

- **Core criteria** are mandatory and must be answered by all Members when completing the Annual Reporting Tool.
- **Recommended criteria** are not mandatory, but Members are encouraged to complete as many recommended criteria as possible.

Each criteria is divided into five levels of performance ranging from 'getting started' to 'beyond best practice'. The diagram above illustrates the key differences between performance levels. Please see [www.packagingcovenant.org.au](http://www.packagingcovenant.org.au) for more information.

## ABOUT APCO

APCO is a co-regulatory, not for profit organisation that partners with government and industry to reduce the harmful impact of packaging on the Australian environment. APCO promotes sustainable design and recycling initiatives, waste to landfill reduction activities and circular economy projects. APCO Annual Reports are a key Membership obligation, providing Member organisations with a transparent method to track their packaging sustainability performance. Annual reporting also supplies APCO with valuable data and information to identify industry trends and advancements.

## COMMITMENTS

The Action Plan detailed below, is a public commitment to advancing packaging sustainability outcomes as a Member of APCO. Members are encouraged to have a comprehensive internal plan with the steps they will take to fulfill their commitments.

### Criteria 1.1 PACKAGING SUSTAINABILITY STRATEGY (core)

#### 5. Beyond best practice

**Your organisation is committed to:** Publicly reporting progress towards packaging sustainability.

### Criteria 1.2 CLOSED-LOOP COLLABORATION (core)

#### 5. Beyond best practice

**Your organisation is committed to:** Introducing a documented process to continually identify new opportunities for collaboration or to improve existing initiatives.

### Criteria 1.3 CONSUMER ENGAGEMENT (recommended)

#### 4. Leading

**Your organisation is committed to engaging consumers about packaging sustainability by:** (1) Including packaging information on your website or other publications. (2) Applying on-pack claims or labels. (3) Designing packaging to reduce the impacts of consumption. (4) Running a marketing campaign.

### Criteria 1.4 INDUSTRY LEADERSHIP (recommended)

#### 4. Leading

**Your organisation is committed to:** (1) Investigating collaborative or industry leadership actions to improve packaging sustainability. (2) Being involved in a program or initiative to improve packaging sustainability through collaboration and leadership. (3) Being involved in multiple programs or initiatives to improve packaging sustainability through collaboration and industry leadership. (4) Actively engaging with peers and/or the community to promote packaging sustainability, and sharing sustainability knowledge for non-commercial purposes.

### Criteria 2.1 PACKAGING DESIGN & PROCUREMENT (core)

#### 5. Beyond best practice

**Your organisation is committed to:** Evaluating all packaging using a rigorous Life Cycle Assessment (LCA) approach.

## COMMITMENTS

### Criteria 2.2 PACKAGING MATERIALS EFFICIENCY (core)

#### 2. Good progress

**Your organisation is committed to:** Reducing packaging weight or optimising packaging material efficiency in up to 20% of products.

### Criteria 2.3 RECYCLED & RENEWABLE MATERIALS (core)

#### 4. Leading

**Your organisation is committed to:** Incorporating or optimising recycled and/or renewable content in more than 50% of products.

### Criteria 2.4 POST-CONSUMER RECOVERY (core)

#### 5. Beyond best practice

**Your organisation is committed to:** Having all primary packaging be recoverable through existing post-consumer recovery systems and achieving the highest potential environmental value.

### Criteria 2.5 CONSUMER LABELLING (recommended)

#### 3. Advanced

**Your organisation is committed to:** Labelling more than 20% of products with disposal or recovery information.

### Criteria 2.6 PRODUCT-PACKAGING INNOVATION (recommended)

#### 4. Leading

**Your organisation is committed to:** Evaluating and optimising more than 50% of product-packaging systems using Life Cycle Assessment (LCA) or similar.

### Criteria 3.1 BUSINESS-TO-BUSINESS PACKAGING (core)

#### 4. Leading

**Your organisation is committed to:** Reducing consumption of single use business-to-business (B2B) packaging by more than 50% or optimising more than 50% of B2B packaging for efficiency and reuse.

## COMMITMENTS

Criteria 3.2 ON-SITE WASTE DIVERSION (recommended)

### 4. Leading

**Your organisation is committed to:** Investigating opportunities to divert more than 50% of solid waste generated at facilities (factories, warehouses, offices, retail stores etc.) from landfill.

Criteria 3.3 SUPPLY CHAIN INFLUENCE (recommended)

### 4. Leading

**Your organisation is committed to engaging its supply chain about packaging sustainability by:** (1) Communicating goals and guidelines. (2) Providing support to suppliers to improve their understanding of goals and strategies. (3) Collaborating with key suppliers to share knowledge. (4) Having processes to evaluate risks and opportunities for influence.

## SIGN OFF

Justin Merrell

Group Environment Director

Friday, 26 March 2021

## DISCLAIMER

The copyright owners of this report are The Australian Packaging Covenant Organisation (APCO) and the University of Technology Sydney (UTS). The data contained within this report is owned exclusively by APCO. This report (including all text, images and attachments) has been prepared for the exclusive use and benefit of the copyright holders and each addressee(s) only. The copyright owners give their consent and grant a limited licence to each addressee(s) for the use of this report, in its entirety, to be reproduced, distributed and communicated to third parties or made public at the discretion of the addressee(s). All other rights are strictly reserved. The addressee(s) is not permitted to reproduce, distribute or communicate separate subsections, images or individual pages of this report. The report can only be reproduced, distributed or communicated in full. The information contained in this report does not constitute investment or business advice and addressee(s) should not rely on the information for such purposes. All addressee(s) should obtain their own independent advice before making any financial decisions based on the information included in this report. 2017-2021 ©.

Suite 1102, Level 11, 55 Clarence Street, Sydney, NSW, 2000 ☎ (02) 8381 3700 ✉ [apco@packagingcovenant.org.au](mailto:apco@packagingcovenant.org.au)