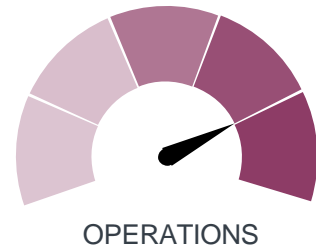
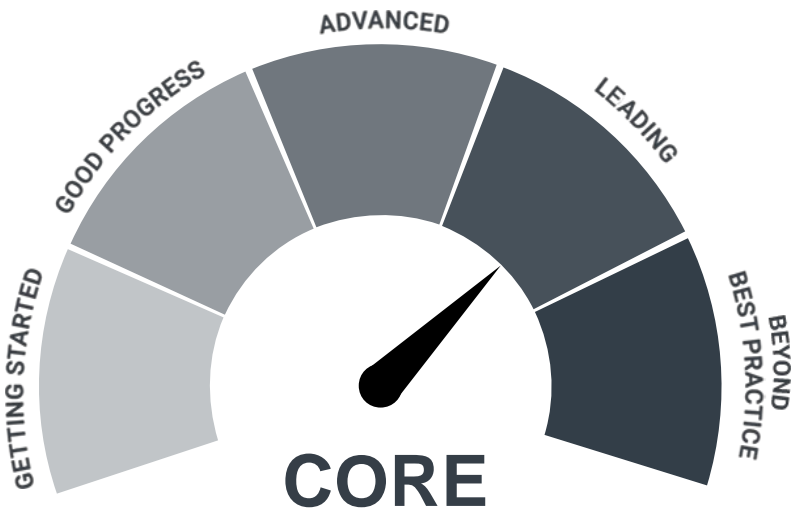


DASHBOARD



SUMMARY

For the 2020 APCO Annual Report, *Blundstone Australia Pty Ltd* has achieved Level 4 (Leading) 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.

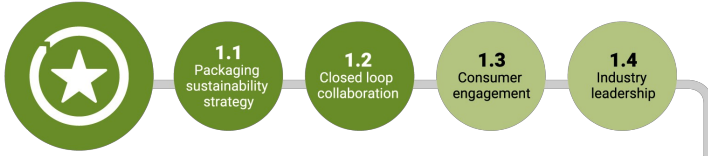
OUTCOMES: All criteria that lead to direct improvement in packaging sustainability.

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

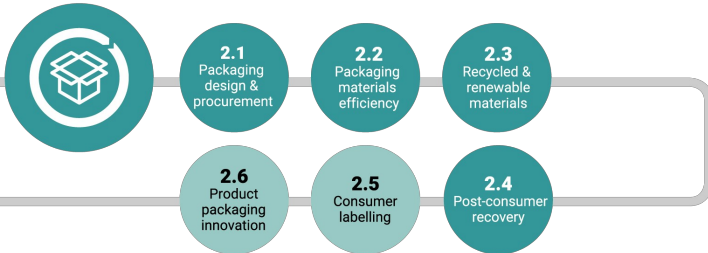
REPORTING FRAMEWORK

OVERVIEW

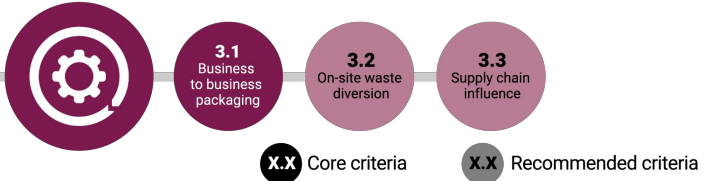
1. LEADERSHIP



2. OUTCOMES



3. OPERATIONS



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 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.

FREE FORM QUESTIONS

Describe initiatives, processes or practices that you have implemented during your chosen reporting period that have improved packaging sustainability.

In response to identifying opportunities to improve the sustainability of our packaging Blundstone has:

- Completely removed plastic ties for the hang tags from over 90% of Blundstone branded footwear, and investigating options for removal of the remaining ties.
- Redesigned packaging for socks and boot guards so as to remove the plastic hanger associated with these.
- Reduced unnecessary printed paper materials by designing new box inserts (folded brand flyers) with more concise and relevant information.

As well, we have changed all of our product packaging at sites to transition to the brown (kraft) cardboard for our inner box (away from the current all over coated and blue background Inner box).

We also replaced our printed tissue paper with brown (kraft) plain tissue paper, including the standing instruction that all paper-based packaging is to have as much recycled content as possible, while ensuring that the packaging is still fit for purpose. This also significantly reduced the amount of ink used to print the shoebox artwork.

Blundstone is investigating how to remove all single use plastic packaging, and we intend to have all paper cardboard packaging made up of 100% recycled content where possible. All future product and packaging aspects that are currently in development are also working towards the same standards / commitments.

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)

3. Advanced

Your organisation is committed to: Ensuring that your organisation has a documented process in place for continuous improvement to your packaging sustainability strategy.

Criteria 1.2 CLOSED-LOOP COLLABORATION (core)

3. Advanced

Your organisation is committed to: Ensuring that rigorous processes are implemented to collect data for the purposes of monitoring the performance of the closed loop collaboration.

Criteria 1.3 CONSUMER ENGAGEMENT (recommended)

3. Advanced

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) Applying labels that encourage active consumer engagement.

Criteria 1.4 INDUSTRY LEADERSHIP (recommended)

2. Good progress

Your organisation is committed to: (1) Being involved in a program or initiative to improve packaging sustainability through collaboration and leadership. (2) Having at least one leadership initiative externally recognised through an award or other formal process.

Criteria 2.1 PACKAGING DESIGN & PROCUREMENT (core)

3. Advanced

Your organisation is committed to: Reviewing at least 20% of packaging with reference to the Sustainable Packaging Guidelines (SPG) or equivalent.

COMMITMENTS

Criteria 2.2 PACKAGING MATERIALS EFFICIENCY (core)

4. Leading

Your organisation is committed to: Reducing packaging weight or optimising packaging material efficiency in more than 50% 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)

4. Leading

Your organisation is committed to: Having more than 50% of primary packaging be recoverable through existing post-consumer recovery systems and achieving the highest potential environmental value.

Criteria 2.5 CONSUMER LABELLING (recommended)

4. Leading

Your organisation is committed to: Labelling more than 50% of products with disposal or recovery information.

Criteria 2.6 PRODUCT-PACKAGING INNOVATION (recommended)

1. Getting started

Your organisation is committed to: Investigating opportunities to change the design or delivery of at least one product to improve packaging sustainability.

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)

3. Advanced

Your organisation is committed to: Investigating opportunities to divert more than 20% of solid waste generated at facilities (factories, warehouses, offices, retail stores etc.) from landfill.

Criteria 3.3 SUPPLY CHAIN INFLUENCE (recommended)

5. Beyond best practice

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. (5) Having business processes to monitor supplier compliance.

SIGN OFF

Andrew Waller

Global Supply Chain Manager

Friday, 12 June 2020

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