

Annual Report and Action Plan

Company Name: **Belkin Limited**

Trading As:

ABN: **64095402663**

About APCO

Australian Packaging Covenant Organisation (APCO) is a co-regulatory not-for-profit organisation leading the development of a circular economy for packaging in Australia. APCO's vision is a packaging value chain that collaborates to keep packaging materials out of landfill and retains the maximum value of the materials, energy and labour within the local economy.

Each year, APCO Brand Owner Members are required to submit an APCO Annual Report and an APCO Action Plan. This document is the Annual Report and Action Plan output for the organisation listed above. This document provides the overall performance level of the organisation, as well as any commitments they have made to work towards on their packaging sustainability journey. This document may also include additional information provided by the Member in their report.

Overall Performance **Leading**

The chart below indicates the overall performance level of this organisation listed above in the 2024 APCO Annual Report. The organisation's reporting period was **January, 2023 - December, 2023**



Understanding APCO Annual Reporting performance levels:

- 1 Getting Started:** You are at the start of your packaging sustainability journey.
- 2 Good Progress:** You have made some first steps on your packaging sustainability journey.
- 3 Advanced:** You have taken tangible action on your packaging sustainability journey.
- 4 Leading:** You have made significant progress on your packaging sustainability journey.
- 5 Beyond Best Practice:** You have received the highest performance level and have made significant progress on your packaging sustainability journey.

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Additional Information

The information below indicates additional information that the organisation included in their APCO Annual Report.

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

Belkin is deeply committed to sustainability, a principle that drives the company to continuously improve and challenge itself and its partners. To align with APCO's 2025 targets on 50% of average recycled content included in packaging, Belkin continues to take steps to eliminate single-use plastic, such as using 100% recycled PET from water bottles for their screen protection packaging. Belkin aims to eliminate single-use plastic entirely from its packaging through the incorporation of rPET & single-use plastic reduction initiatives across all product categories.

In addition to these efforts, Belkin enforces a chain-of-custody certification to ensure responsible paper sourcing, adherence to local and international regulations, and compliance with the highest social and environmental standards by using FSC certified paper. This comprehensive approach to sustainability demonstrates Belkin's dedication to meeting and surpassing APCO's packaging guidelines.

In 2023, Belkin reviewed approximately 1380 tonnes of packaging against an internal design for sustainability guidelines which are similar to the APCO sustainable packaging guidelines. This has led to a 66% reduction globally in single use plastic since the 2019 benchmark, surpassing the goal of 25% reduction by 2025. Belkin has also optimized the size of some of our packaging for material efficiency, resulting an average of 20% reduction in size of the retail box with less empty space inside the retail box to improve space utilization and reduce GHG emissions in shipping. In 2022 Belkin introduced the use of rPET plastic where possible. This program has expanded in 2023 with 32% increased usage of rPET globally. All of these efforts have reduced packaging material use, increased material efficiency, along with the continued efforts of mandating responsible forestry in paper packaging and recycled content in plastic packaging where possible.

In conclusion, Belkin's commitment to sustainability is not merely a statement but a tangible action-driven principle deeply ingrained with the company's ethos. By aligning with APCO's 2025 targets and implementing innovative solutions, Belkin has demonstrated its dedication to reducing environmental impact across its packaging practices. Belkin's sustainable practices, including 100% recycled PET usage and optimized packaging, have led to remarkable reductions in single-use plastics and packaging material while improving space utilization and cutting greenhouse gas emissions. Additionally, the company's commitment to chain-of-custody certification for responsible paper sourcing underscores its holistic sustainability approach, meeting the highest social and environmental standards. Belkin's ongoing sustainability efforts across its product range set a benchmark for responsible corporate citizenship and inspire others to finding a more responsible way to build products.

APCO Action Plan Commitments

For each of the Packaging Sustainability Framework criteria listed below, a description is provided along with the commitments made by the organisation in their APCO Action Plan.

Criteria 1:

Governance & Strategy:

This criteria considers actions to integrate packaging sustainability into business strategies.

- Develop a strategy that includes goals (objectives) and targets for packaging sustainability that addresses the Sustainable Packaging Guidelines (SPGs) or equivalent.
- Include a commitment to achieving the 2025 National Packaging Targets in our strategy.
- Have our executive or board of directors review our strategy and have the strategy integrated within our business processes.
- Regularly communicate and promote packaging sustainability objectives and targets within our organisation.
- Regularly engage or communicate with our external stakeholders about the environmental impacts of our packaging.
- Actively participate in initiatives to promote packaging sustainability outside of our organisation.

Criteria 2:

Design & Procurement:

This criteria considers actions taken to ensure that sustainability principles are considered in the design or procurement of both new and existing packaging through use of the Sustainable Packaging Guidelines (SPGs).

- Review **86%** of our packaging against the Sustainable Packaging Guidelines (or equivalent).
- Improve the accuracy of our data regarding reviews of packaging using the Sustainable Packaging Guidelines (or equivalent).
- Incorporate the Sustainable Packaging Guidelines (or equivalent) into procurement processes.
- Consider the following Sustainable Packaging Principles in our packaging reviews:
 - Design for recovery
 - Optimise material efficiency
 - Design to reduce product waste
 - Eliminate hazardous materials
 - Use of renewable materials
 - Use recycled materials
 - Design to minimise litter
 - Design for transport efficiency
 - Design for accessibility
 - Provide consumer information on environmental sustainability
- **79%** of our packaging to be optimised for material efficiency.
- Improve the accuracy of our data regarding packaging material efficiency.

Criteria 3:

Recycled Content:

This criteria considers actions taken to increase or optimise the amount of recycled material used by your organisation.

- Develop a policy or procedure to buy products and/or packaging made from recycled materials.
- Use recycled content in:

- Our products
- Primary packaging that we use to sell our products
- Secondary packaging that we use to sell our products
- Other items which we purchase (e.g. office stationary and suppliers etc.)
- 73% of our packaging to be made using some level of recycled material
- Improve the accuracy of our data regarding use of recycled materials.

Criteria 4:

Recoverability:

This criteria considers actions taken to improve the recovery of packaging at end-of-life and increase use of reusable packaging.

- 86% of our packaging to be designed to have all packaging components be recoverable at end-of-life.
- Improve the accuracy of our data regarding recoverability.
- Investigate opportunities to use reusable packaging.
- 3% of our packaging to have all packaging components that are reusable.
- Improve the accuracy of our data regarding reuse.

Criteria 5:

Disposal Labelling:

This criteria considers the extent to which packaging has been labelled to help consumers determine what to do with packaging at end-of-life.

- 74% of our packaging to have on-pack labelling to inform correct disposal.
- Improve the accuracy of our data regarding labelling.

Criteria 6:

On-site Waste:

This criteria considers progress in increasing the amount of on-site solid waste being diverted from landfill.

- Have recycling programs for the following materials:
 - Paper/cardboard
 - Soft plastics
 - Rigid plastics
- Aim for 78% of our on-site waste to be diverted from landfill.
- Improve the accuracy of our data regarding on-site waste.

Criteria 7:

Problematic Materials:

This criteria considers the extent to which organisations are actively phasing out problematic and unnecessary single-use plastic packaging and preventing/reducing litter.

- Help reduce litter by:
 - Conducting regular clean ups
 - Participating in Business Clean Up Day
 - Participate in Clean up Australia Day in local area as nominated by Belkin local sustainability committee.
Continue to support in-house recycling initiative with Nespresso pods by collecting and sending back to Nespresso.
- Phase-out the following problematic and unnecessary single-use plastic items:
 - Moulded EPS packaging for white/brown goods or electronics