

Signatory Name: Toshiba (Australia) Pty Ltd

Status: Completed

The content in this APC Annual Report is hereby endorsed by the Chief Executive Officer, or equivalent officer of the organisation.

Yes

**Industry sector** (please select 1 only):

Brand Owner / Wholesaler / Retailer

Packaging Manufacturer

Waste Management

Other - Commercial Organisation

Community Group

Industry Association

Government

Raw Material Supplier

Other:

**Industry type** (please select 1 only):

Food & Beverage

Pharmaceutical / Personal Care / Medical

Hardware

Homewares

Communications / Electronics

Clothing / Footwear / Fashion

Chemicals / Agriculture

Fuel

Large Retailer

Tobacco

Shipping Company

Airline

Other:

**PART A – Signatory progress in reaching goals and targets of the Covenant**

This section refers to signatory progress against Covenant KPIs. The data from this section will be aggregated across all signatories on an annual basis, and will enable the APC to assess overall progress against Covenant Goals and KPIs, and those of its own Strategic Plan. You can include any particulars relevant to your sector in Part B.

Please indicate your organisation’s reporting period:

Financial Year: 1 July 2010 – 30 June 2011

Calendar Year: 1 January 2011 – 31 December 2011

**Goal 1: Design - optimise packaging to use resources efficiently and reduce environmental impact without compromising product quality and safety.**

**KPI 1: % of signatories with documented policies and procedures for evaluating and procuring packaging using the SPG’s or equivalent**

1. Does your company have documented policies and procedures for evaluating and procuring packaging using the SPG’s or equivalent?

Yes

No

Definition of Packaging Type

*Reporting of the proportion of packaging reviewed using the Sustainable Packaging Guidelines, whether existing or new, need not be individual SKU or products. Signatories can review – and report on their review – by grouping their packaging into different types if this is more effective and efficient. Grouping into ‘types’ can be by individual products (SKU’s), or by related packaging / products, e.g. by type of material used (paper/ cardboard, plastic, glass, metals...), by brands, by packaging manufacturer, or by some other category which makes sense in their own design and production processes. Reporting the number or percentage reviewed should be by ‘Type’ as defined by each signatory’s own practices, and each signatory is free to decide how to do this. A manufacturer with a small number of products might review each package independently, with each considered a unique ‘type’. A large manufacturer with many products may group them for review by looking at each material type, or may review each brand or range of products in turn, or may have different packaging suppliers and work with each in order. In both cases, the reporting should simply be by the ‘types’ of packaging that have been reviewed.*

2. Of the types of packaging **existing** at the beginning of the reporting period, what percentage had been reviewed using the Sustainable Packaging Guidelines (SPG) by the **end** of the reporting period?

100 %

3. Of the **new** types of packaging introduced during the reporting period, what percentage has been reviewed using the Sustainable Packaging Guidelines (SPG) by the **end** of the reporting period?

100 %

4. Describe (other?) outcomes achieved using the SPG in regard to:

*Please indicate even if you have done nothing in this area*

a) *Avoiding or minimising the use of materials and other resources*

Yes - As detailed within our Plan and KPI product development and packaging is the responsibility of our parent company, Toshiba Corporation. It has published its "3R Initiatives for Packaging Material"

We will streamline the use of packaging as well as product materials to reduce environmental impact throughout their entire life cycles. The amount of packaging materials used by Toshiba Group in FY2010 was 85,000 tons\*. As the number of shipments increases, the amount of packaging materials used also tends to increase. Nevertheless, we will work to reduce the use of packaging materials in accordance with the characteristics of each business area and product category through various measures, such as reducing packaging volume (see the example), enlarging the size of returnable (reusable) cases and using materials with low environmental impact.

\*

We collected a wider range of data than in FY2008.

Amount of Packaging Materials Used by Toshiba Group

With the release of new product on a half yearly basis all packaging is subject to review during the period. The parent company's objective is to reduce the size of packaging as much as possible while still affording product protection.

All new packaging meets SPG. As an example we have seen the introduction of ultra-thin packaging for LCD TVs. The packaging volume reduced by 27% of the previous model of the same size. This material will be contained within our separate annual report for 2011. Include Logistics material relating to smaller computer packaging 5kg to 3.5kg pallet increases from 54 units to 90, and 120 units per pallet. Pallets are also made from recyclable material with the use of wooden pallets becoming less.

New smaller packaging utilised worldwide for all computer products. TV packaging reduced in size.

b) *Optimising recyclability and recycled content*

Toshiba Corporation recognises that there is a need to assess the environmental impact of products throughout all stages of their life cycles, from manufacturing and use by customers through to reuse and recycling after they have reached the end of their useful lives. As part of Toshiba Group initiatives to reduce environmental impact in the manufacturing stage, we are promoting green procurement. In 1999, Toshiba Group established the Green Procurement Guidelines to procure low environmental impact products, parts and materials from suppliers who actively promote environmental conservation. Responding to the globalization of the product market and our supply chain, we revised these guidelines to meet the needs of the times in consideration of related laws and regulations in countries around the world, including the European RoHS Directive\* and China's Measures for Administration of the Pollution Control of Electronic Information Products. In FY2011, we added new substance groups to our list and made comprehensive revisions to our guidelines. Our information on parts and materials is stored in a database and used for various purposes, including certifying newly procured materials, making judgments as to whether or not to replace existing materials with substitutes, or developing environmentally conscious products.

\*

RoHS (Restriction of certain Hazardous Substances) Directive: A directive which limits the use of specified hazardous substances in electrical and electronic devices

c) *Reducing litter impacts*

All packaging and inserts are capable of recycling and are appropriately labeled. Our internal local processes have seen 249.3 tonnes of paper and cardboard, and 28.4 tonnes of plastics diverted from landfill and recycled.

**KPI 3: % signatories applying on-site recovery systems for used packaging**

5. Do you have on-site recovery systems for used packaging?

Yes at all facilities/ sites

Yes at some, but not all facilities/ sites

No

6. Describe what types of packaging materials are collected and recycled on-site

We collect all waste paper and cardboard and where possible we re-use it ourselves or it is recycled. Waste plastics are collected but are not all recyclable, some go to landfill.

7. Actual: Describe what progress (since the beginning of the reporting period), if any, has been made in collecting and recycling materials on-site

Each of our Mobilecare centres in NSW, VIC, ACT, QLD, SA, WA and Auckland NZ have collection bins for recyclables and end of life products. These are then freighted to our national distribution center in NSW and are sorted and then collected by our recycling partners by type. For the calendar year ending 31/12/2011 we recycled 456.733 tonnes of materials of which paper and packaging represented 54.57%, plastics 6.22% and metal and electronics 6.34%. General waste to landfill was 98.751 tonnes 21.6% of all waste. Recyclables of glass, rubber and wood account for the remaining 11.27% (38.663 tonnes).

**KPI 4: Signatories implement formal policy of buying packaging made from recycled products**

8. Does your company have a formal policy of buying packaging made from recycled products?

Yes

No

9. Is this policy actively used?

Yes

No

10. For audit purposes, what evidence would demonstrate that the policy is actively used? Give examples

Product packaging is determined by our parent company and applies worldwide. It reports annually on its achievements. Its green procurement guideline provides the following in respect of "Requirements for packaging materials"

"4. Requirements for packaging materials

All packaging materials to be supplied, not limited to individual packaging, must fulfill the requirements of section 3. "Requirements for environment-related substances control for articles to be supplied", and also must not include substances listed in Table 7. For substance where a maximum tolerance concentration is defined, any inclusion exceeding that concentration is prohibited. For substances that do not define a maximum tolerance concentration, intentional inclusion is prohibited.

The table of prohibited substances cannot be included in this response. It will be included in our annual report accessible from our website [www.toshiba.com.au](http://www.toshiba.com.au)

### Goal 3: Product Stewardship - demonstrate commitment by all signatories

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#### KPI 6: % signatories with formal processes to work collaboratively on packaging design and / or recycling.

11. Does your company have formal processes in place for collaborating with other companies or organisations on improved packaging designs and/or recycling which aims to reduce or eliminate waste?

Yes

No

12. Briefly describe how your company collaborates with other companies or organisations to improve packaging designs and/or recycling

Our parent company has sole control of this. We provide input via product meetings held in Japan, but our Aus/NZ market and retail sales represent less than 1% of the parent company's global market and retail sales. Our input is listened to, but larger markets such as Europe and the USA, have a much greater impact. We endeavour to have our requirements included within the larger markets' requirements. We have been successful in this regard ensuring that recycling marks are included on all packaging and our request for smaller more robust packaging.

13. Briefly describe what progress, if any, has been made to improve packaging designs and/or recycling

Computer and TV packaging has been reduced in size, infill materials are recyclable materials.

#### KPI 7: % signatories showing other Product Stewardship outcomes

14. Since the beginning of the reporting period, has your company had any other outcomes related to product stewardship?

Yes

No

15. Briefly describe any other results (not described in previous questions) you have achieved in reducing your packaging impact? (Quantify your answer if possible).

For many years, Toshiba (Australia) has operated its own eCycle recycling service. However, a national cross-industry approach is required to educate businesses and consumers about the need and availability of e-waste recycling programs, and to ensure results are consistent across states.

Toshiba has established cooperative relationships with government organisations and industry groups to promote cross-industry environmental policies and environmentally sound practices for end-of-life equipment disposal.

Toshiba is a member of the Australian Internet Industry Association (AIIA) and the Consumer Electronics Suppliers Association and contributes to its Environment Special Interest Group's E-Waste Program. These groups have been working with government in a national product stewardship strategy to address the environmental management of e-waste at end-of-life.

After much work, the Federal Government recently proclaimed the Product Stewardship Act. This legislation will greatly increase the level of recycling for end-of-life electronic products.

Toshiba is a member of the ANZRP interim board and has had a significant role in the development of this organisation to meet the requirements of the Product Stewardship Act and Regulations.

The Australian and New Zealand Recycling Platform (ANZRP) is the result of ten years of effort and collaboration by Toshiba and other representatives from major technology and television brands. ANZRP is an industry-for-industry arrangement and its transparent, not for profit operating model will ensure a sound and environmentally responsible e-waste recycling solution for the community and its members

Toshiba has also contributed to the development of the Interim Industry Standard (IIS) and is committed to ensuring compliance to this Standard

Toshiba is also an active member of the Australian Battery Recycling Initiative (ABRI)

In addition, Toshiba works closely with head office (Toshiba Corporation) to ensure that our packaging processes are constantly reviewed. Examples include, suggesting multiple spare part consolidation shipments (rather than individual items) that sometimes ship at great expense and with significant packaging.

#### KPI 8: Reductions in packaging items in the litter stream

16. Briefly describe what measures, if any, have been implemented to reduce litter.

Our website encourages our customers to recycle wherever possible. We have recycling bins within our Mobilecare centres and within customer premises (Planet Ark boxes etc).

**General**

17. Please provide details of any special circumstances or additional information that will help us interpret this report (you may include links to your website showing any case studies or relevant information).

Please see our replies to questions 1, 3, 4(b) and 10. The link provided is to our parent company's global website and this provides greater detail as to its environmental concerns and corporate social responsibilities and undertakings <http://www.toshiba.co.jp/env/en/index.htm>. As a wholly owned subsidiary we are required to abide by this published policy of our parent company, Toshiba Corporation of Japan.

**PART B – Your annual performance**

This section will ask you for additional data on your progress made during this reporting period against the **annual** targets you have set for each of the Covenant KPIs. The data you provide in Part B will be used to determine your performance rating. Here we are looking at your achievements in changes to packaging **outcomes** rather than **processes** (e.g. **15 tonnes** of material diverted from landfill rather than a **process** in place to investigate or actually divert waste from landfill). Please use this section to highlight any particulars that you think are relevant about your industry and sector and we will take this into account in the performance rating.

**Goal 1: Design**

**KPI 1: % of signatories with documented policies and procedures for evaluating and procuring packaging using the SPG's or equivalent.**

*Please enter your targets for this year or milestones in your plan and the extent to which they were achieved.*

Please indicate your progress this year towards achieving your annual targets and milestones for KPI 1

	Target: What were your annual targets for the reporting period?	Actual: What did you achieve?
1.	All manufacturing plants accredited and RoHS and REACH compliant. Sales Subsidiaries of which Toshiba Australia is one ISO9001 and ISO14001 and OH&S compliant and certified.	Ongoing progress reported annually Achieved 1996 and 2009 respectively

Goal 1: Design

KPI 1: % of signatories with documented policies and procedures for evaluating and procuring packaging using the SPG's or equivalent.

Star Rating

Star Rating Comments

**Goal 2: Recycling**

**KPI 3: % signatories applying on-site recovery systems for used packaging.**

*Please enter your targets for this year or milestones in your plan and the extent to which they were achieved.*

Please indicate your progress this year towards achieving your annual targets and milestones for KPI 3

	Target: What were your annual targets for the reporting period?	Actual: What did you achieve?
1.	Recycling – efficient collection and recycling of used packaging KPI 3 On site recovery systems for recycling of used packaging	Established 2010 and continuing – progress reported annually as to recycled material diverted from landfill.

Goal 2: Recycling

KPI 3: % signatories applying on-site recovery systems for used packaging.

Star Rating

Star Rating Comments

**KPI 4: Signatories implement formal policy of buying packaging made from recycled products.**

Please enter your targets for this year or milestones in your plan and the extent to which they were achieved.

Please indicate your progress this year towards achieving your annual targets and milestones for KPI 4

	Target: What were your annual targets for the reporting period?	Actual: What did you achieve?
1.	KPI 4 Policy to buy packaging comprised of recycled packaging and recycled materials Staff educated through Policy release	Responsible Staff aware with policy established in 2010.

Goal 2: Recycling

KPI 4: Signatories implement formal policy of buying packaging made from recycled products.

Star Rating

3

Star Rating Comments

The KPI is about implementation rather than awareness, and metrics need to reflect this.

**Goal 3: Product Stewardship**

**KPI 6: % signatories with formal processes to work collaboratively on packaging design and / or recycling.**

Please enter your targets for this year or milestones in your plan and the extent to which they were achieved.

Please indicate your progress this year towards achieving your annual targets and milestones for KPI 6

	Target: What were your annual targets for the reporting period?	Actual: What did you achieve?
1.	optimise packaging and reduce environmental impact without compromising product quality and safety All manufacturing plants accredited and RoHS and REACH compliant. Sales Subsidiaries of which Toshiba Australia is one ISO9001 and ISO14001 and OH&S compliant and certified.	Implemented and continuous improvement Toshiba Australia procurement officers have input at annual meetings with Toshiba Corporation – product development Ongoing progress reported annually Achieved 1996 and 2009 respectively

Goal 3: Product Stewardship

KPI 6: % signatories with formal processes to work collaboratively on packaging design and / or recycling.

Star Rating

3

Star Rating Comments

Target and Actual are somewhat confusing; the logic could be better expressed and material results reported, such as occasions for application, allowing these may need to come from head office, and noting the inputs from the Region.



**KPI 7: % signatories showing other Product Stewardship outcomes.**

Please enter your targets for this year or milestones in your plan and the extent to which they were achieved.

Please indicate your progress this year towards achieving your annual targets and milestones for KPI 7

	Target: What were your annual targets for the reporting period?	Actual: What did you achieve?
1.	Diversion of recyclables from landfill to recyclers for re-use or recycling of metal plastics and electronic components	Though continued advertising of our recycling activities via our website we strive to educate consumers as to the benefits of recycling and responsibilities to the environment. Toshiba Australia is a foundation member of the recently approved Australia and New Zealand Recycling Platform (ANZRP). It is the second organisation approved by the Australian Federal Government that is able to deliver services under the national Television and Computer Recycling Scheme. The Scheme will provide Australian households and small businesses with access to free collection and recycling services for televisions, computers, printers and computer products - boosting the recycling rates for those products and providing a long term solution to television and computer waste.

Goal 3: Product Stewardship

KPI 7: % signatories showing other Product Stewardship outcomes.

Star Rating

4

Star Rating Comments

These are very sound and strategic initiatives. Developing some metrics will be difficult, but will enhance reporting. Annual milestones of the engagement may suffice.

**KPI 8: Reductions in packaging items in the litter stream.**

Please enter your targets for this year or milestones in your plan and the extent to which they were achieved.

Please indicate your progress this year towards achieving your annual targets and milestones for KPI 8

	Target: What were your annual targets for the reporting period?	Actual: What did you achieve?
1.	Though continued advertising of our recycling activities via our website we strive to educate consumers as to the benefits of recycling and responsibilities to the environment. Diversion of recyclables from landfill to recyclers for re-use or recycling of metal plastics and electronic components	Established and ongoing annual report

Goal 3: Product Stewardship

KPI 8: Reductions in packaging items in the litter stream.

Star Rating

3

Star Rating Comments

**Star Rating:**

KPI	Star Rating (0-5)	Overall Star Rating
KPI 1	3	<b>3.3</b>
KPI 3	4	
KPI 4	3	
KPI 6	3	
KPI 7	4	
KPI 8	3	

Toshiba is doing very good things both locally and globally to reduce the impacts of its products and packaging. The metrics and logic of this report tend to under-sell this achievement. More specific targets, each one unpacked to a single measurable item, with an actual that directly reflects the measure used, will greatly assist reporting. 'Ongoing' is not measurable and the use of milestones is recommended. Existing systems can be included with 'system-maintenance' milestone. Even allowing the limited impacts the Australian operation can have on the global practice, sound logic, data and documentation of its efforts will result in good reports.

**PART C – Your Experiences**

Please use the fields below to share with us any achievements, good new stories or areas of difficulty in making progress against your plan and the Covenant Goals and KPIs. Provide as much detail as you feel is appropriate.

**24. Key achievements or good news stories.**

Toshiba Australia currently consolidates spare parts packaging where able. The range of spare parts is in excess of 200,000 individual items that range in size, type and weight. To protect these parts "void fill" packaging is used and includes "bio-fill" air pillows and bubble wrap. Reviews of packaging needs are periodically (on each and every product release) undertaken. The review considers, the "best fit" packaging for the parts, packaging reduction through order consolidation (as already practised), reuse of cartons and environmentally friendly and cost effective options. Our findings will be shared with our parent company. The annual reviews are now implemented and have become a part of our normal work practice. Through our website we have made Toshiba customers aware of our recycling activities and offer to them collection points for end of life product. Depending on the age and condition of the product it is either broken down for recycling or donated for re-use with the permission of the end user/owner. We will also accept Toshiba branded packaging for re-use or recycling at these collection points.

**25. Areas of difficulty in making progress against Covenant KPIs.**

We have experienced some difficulties with expanding our recycling efforts at our collection point to include cartons and packaging in which Toshiba branded product is supplied. Some people believe that we are recyclers who will accept their "rubbish" that should be general waste collected by their local councils' during normal domestic council collections. On going education will provide a corrective measure for some.

**26. Any other comments.**

As previously stated Toshiba Australia does not have direct influence in relation to product design and development which is the responsibility of our parent company, Toshiba Corporation, at its many and diversified overseas manufacturing plants. As such it is difficult for Toshiba Australia to implement the SPG. However we fully support and are committed to the principles of the SPG and in particular to product stewardship and many of our current activities contain aspects of the SPG and show a commitment to improving packaging and environmental performance. This is also support by Toshiba Corporation and its commitment to the environment can be found in published and supported environmental policies. Please visit its website at <http://www.toshiba.co.jp/env/en/index.htm> for further information.