

## Media Statement

### **New Accord best practice guidelines will help strengthen stewardship efforts to address small-format cosmetic packaging waste**

**Sydney. Thursday, 13 February 2025.** The release today of the “Best Practice Guidelines: Product Stewardship for Small-format Cosmetic Packaging in Australia” represents another positive step for cosmetic industry sustainability.

Developed by a working group of sustainability specialists across a range of brands, the new guidelines outline a wealth of best practice considerations that should ideally inform the design of any collection and reprocessing schemes.

“A survey conducted by Accord’s working group revealed that there are presently 23 individual collection schemes already in place”, Accord Policy Director Craig Brock said.

“What is not clear is just how effectively these individual schemes are functioning. One of our goals is for the new guidelines to provide guidance with best practice stewardship principles that brands can use to lift the performance of their existing schemes.

“The guidelines also provide a framework for any future endeavours toward industry-wide stewardship approaches.

“Paramount in the guidelines is the need for better designed packaging to make small-format cosmetics more recyclable. While the industry has already embraced this challenge, concerted effort at improved packaging design will accelerate the required changes,” Mr Brock said.

The guidelines define best-practice principles across the product lifecycle, with a focus on:

- optimising packaging design for quality, safety, consumer ease, minimal waste and circular outcomes (reuse or recycling)
- promoting sustainable and ethical sourcing of raw materials
- maximising sustainable end-of-life outcomes, such as recyclability or reuse
- minimising environmental impacts across the packaging lifecycle, including on human health, climate and biodiversity
- ensuring flexibility in achieving these goals, while maintaining rigour and transparency in reporting and substantiating claims.

The new guidelines can be downloaded from the Accord website at [www.accord.asn.au/sustainability/plastics-and-packaging-waste](http://www.accord.asn.au/sustainability/plastics-and-packaging-waste).

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