

DAVID JONES

Guiding Principles for Sustainable Packaging

David Jones is committed to managing its operations in an environmentally responsible manner and to embedding sustainability into its business model and corporate culture. As a member of the Australian Packaging Covenant Organisation (APCO), David Jones has committed to working towards Australia's National Packaging Targets:

- **100% of all Australia's packaging** is reusable, recyclable, or compostable,
- **70% of Australia's plastic packaging** is recycled or composted,
- **50% average recycled content** included across all packaging, and
- **Problematic and unnecessary single-use plastic packaging** will be phased out through design, innovation, or introduction of alternatives.

To help meet these commitments, David Jones has developed its Guiding Principles for Sustainable Packaging (GPSP) which aim to reduce resource depletion and end-of-life environmental impacts arising from packaging.

First and foremost, packaging produced for David Jones must be fit-for-purpose. Where there is an opportunity to enhance packaging design and production, without impacting minimum requirements, suppliers should take all reasonable measures to also apply these principles.

These principles are based on the Sustainable Packaging Guidelines (SPG) developed by the Australian Packaging Covenant (APC) and aim to reduce the impact of packaging through measures that reduce, reuse and recycle materials used in the design and production of packaging. These principles should be reviewed and applied to all packaging provided to David Jones including business-to-business and business-to-consumer packaging components.

It is mandatory for private label and distribution packaging suppliers to assess all packaging against these principles or the SPGs and to use all reasonable measures to implement recommendations arising from these packaging reviews. All other suppliers may voluntarily choose to conduct an assessment against these principles and implement any subsequent recommendations. To that end, David Jones welcomes the opportunity to engage and collaborate with like-minded branded suppliers that identify opportunities to improve the design and production of packaging produced for David Jones.

1.0 MINIMUM REQUIREMENTS

- Packaging produced for David Jones must be fit-for-purpose, that is that it meets minimum requirements in terms of cost, functionality (protection, safety and quality) and marketing purposes. Over and above these minimum requirements, packaging should reflect the following guiding principles.

2.0 GUIDING PRINCIPLES

2.1 DESIGNED AND PRODUCED TO MEET MINIMUM REQUIREMENTS WITH MINIMAL ENVIRONMENTAL IMPACT AND RISK

- Packaging should be designed to meet the minimum requirements.
- Packaging should be designed to minimise the amount of material necessary to meet the minimum requirements.
- Packaging and product should be designed to meet David Jones' "floor-ready" standards, where it is practical to do so.
- Distribution packaging should be designed to maximise the efficiency of pallet configuration and shipping configuration.
- Consumer packaging should be designed to maximise the efficiency of distribution packaging or pallet configuration.
- If a food product, consumer packaging should be designed to allow for the product to be completely consumed.
- Consumer packaging should be designed to minimise the likelihood of it becoming litter and minimises any environmental impact if it does become litter, particularly if the packaging or product is consumed away from home.
- Packaging should be produced by sourcing raw materials from reputable suppliers with documented environmental management systems. In the case of fibre, raw materials should be sourced through accredited forestry stewardship schemes, such as Forest Stewardship Council (FSC) and Program for the Endorsement of Forest Certification (PEFC).
- Packaging should be produced to minimise environmental impacts through the production process.
- Packaging should be produced in line with commonly-accepted risk management principles, to minimise environmental risk through the production process.

2.2 MADE FROM RECYCLED OR RENEWABLE MATERIALS IF IT IS PRACTICAL TO DO SO WITHOUT IMPACTING MINIMUM REQUIREMENTS

- Packaging should be made from recycled materials, including post-consumer recycled material, where it is practical to do so.
- Packaging should be made from renewable materials, where it is practical to do so.

- Packaging that is made from recycled or renewable materials should disclose the type and amount (weight or percentage) of material used.

2.3 DESIGNED TO MAXIMISE REUSE AND RECYCLING OPTIONS AT END OF LIFE

- Packaging should be designed to maximise its reuse.
- Packaging should be designed to maximise recycling options, once it is no longer suitable for reuse, including the use of materials that are commonly serviced by kerbside recycling programs in major metropolitan areas.
- Packaging should be designed to minimise the effort required to recycle it. For example, packaging should minimise the use of different types and layers of packaging, and the use of adhesives that bond different layers of packaging together.
- Packaging should be designed to minimise the use of pins, closures, labels, sleeves and handles, and adhesives.

2.4 DESIGNED TO MINIMISE RISK TO CONSUMERS AND EMPLOYEES

- Packaging should not contain any materials/chemicals identified as hazardous by Australian authorities or [David Jones' Harmful Substances Policy](#).
- Packaging should be designed with consideration for the main consumer demography that will use the product and ability of that demography to open the packaging easily and safely.
- Packaging should be designed to minimise the risk to employees working for David Jones and its suppliers. Food products supplied to David Jones must also comply with all labelling and ingredients listings outlined in the Australian New Zealand Food Standards Code.

2.5 DESIGNED TO PROVIDE RELEVANT INFORMATION TO CONSUMERS

- Packaging should provide information about its contents and how to open the packaging; and how to reuse, recycle, compost or otherwise dispose of the packaging.
- Packaging should use approved symbols to communicate its environmental credentials. For example, the Australasian Recycling Logo (ARL), Mobius loop symbol, symbols for the Plastics Identification Code and logos for forestry stewardship schemes (FSC and PEFC). Proof of certification (or similar documentation) must be provided to validate any environmental credentials and symbols.