



## Signatory Name: Apple Pty Ltd

*The question numbers in this report refer to the numbers in the report template. Not all questions are displayed in this report.*

Status: Completed

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

☒ Yes

**5. 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:

**6. 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:

**7. Please indicate your organisation's reporting period:**

- ☐ Financial Year: 1 July 2012 – 30 June 2013
- ☒ Calendar Year: 1 January 2013 – 31 December 2013

## Goal 1: Design

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

8. Does your company have documented policies and procedures for evaluating and procuring packaging using the SPGs or equivalent?

☒ Yes ☐ No

Provide details of policies and procedures

Environmental considerations documents and supporting policy documents cover the elements of the SPG.

9. 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?

80 %

10. Have any new types of packaging been introduced during the reporting period?

☒ Yes ☐ No

11. If yes, of the **new types of packaging introduced during the reporting period**, what percentage have been reviewed using the Sustainable Packaging Guidelines (SPG) by the end of the reporting

0 %

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

	Target: According to your Action Plan, what did you set out to do?	Actual: What did you achieve?
1.	Perform review of packaging for new major product lines against ADEC	The packaging of Apple's major product lines including laptops, desktops, displays, iPods, iPads and iPhone products were reviewed last year and new models have been reviewed in CY13. We have indicated 80% overall in question 9 to allow for accessory products which are to be reviewed starting from mid CY14. Our requirement for review of major products is within 12 months of launch. One major product containing the new type of packaging (a bamboo fibre shim) is yet to be reviewed but is still within 12 months of launch. Note the 0% response to Question 11 relates to this product.
2.	Review new locally applied packaging against the ADEC (as introduced)	Locally applied packaging is defined by the Apple US design team. This packaging will be included in "accessory packaging" scheduled for review starting later in CY2014.
3.	Identify any unique Apple Retail Store items which require review under the locally applied packaging category	Discussions last year identified a locally applied piece of packaging and discussions then indicated review from the Retail Store team was planned for CY14/CY15. The review of this product has commenced and Australia will be informed of progress.

13. Describe any constraints or opportunities that affected performance under this KPI

Apple is pleased to continue to be able to review all major product lines within 12 months of launch. Arguably the 80% compliance could be considered understated as all major product lines have been reviewed. 80% has been stated to allow conservatively 20% for accessories and locally applied packaging. Feedback on interpretation would be welcome.

## Goal 2: Recycling

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

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

- ☐ Yes at all facilities/ sites
- ☒ Yes at some, but not all facilities/ sites
- ☐ No

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

	Target: According to your Action Plan, what did you set out to do?	Actual: What did you achieve?
1.	Review existing on site recycling data collection methodology and evaluate appropriateness of third party waste audit for corporate facilities	Baseline data has been collected from all Apple Retail locations in Australia by the Retail store business. Data is yet to be reviewed.
2.	Combine Retail store and corporate waste data to determine new baseline	To be carried forward.

16. Describe any constraints or opportunities that affected performance under this KPI

Apple locations are not Apple owned so there is a degree of reliance on the services provided by landlords. The baseline data collection exercise has been included in an EHS internal audit of the Retail Store locations. Apple corporate is yet to review the results.

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

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

- ☐ Yes ☒ No

Please explain why not

The physical packaging put on the market by Apple has contains considerable post consumer content. Most packaging is more than 25% post consumer content. Discussions are progressing internally to formalise recycled content as an element in broader purchasing decisions. Whilst formalised inclusion in a global purchasing policy is unlikely, an Australia specific communication is likely.

18. Is this policy actively used?

- ☐ Yes ☐ No

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

	Target: According to your Action Plan, what did you set out to do?	Actual: What did you achieve?
1.	Implement Buy Recycled policy	Discussions have been held with regional internal procurement management to determine the best way to implement such a policy. A local communication is supported but not implemented as yet.

20. Describe any constraints or opportunities that affected performance under this KPI

Communication is planned for upcoming internal event.

### Goal 3: Product Stewardship

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

21. 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

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

	Target: According to your Action Plan, what did you set out to do?	Actual: What did you achieve?
1.	Investigate ability of local suppliers to takeback unwanted packaging	Relating to questions 21 : Apple continually seeks out and evaluates a variety of packaging solutions in our product design. Last year a weighted scale for reviewing potential packaging designs during the early stages of development was implemented. The review is against various environmental criteria and is intended to help design engineers compare potential designs against a consistent scoring system. This has already resulted in significant improvements in packaging design options.
2.	Investigate polystyrene recycling capability in Australia	Apple has identified a supplier to recycle Expanded Polystyrene which will utilised for in-house recycling of this packaging.  Review of this process is being considered as part of regular audits to ensure product is processed as described.  Discussions are underway to evaluate if this kind of packaging can be taken back from customers.

23. Describe any constraints or opportunities that affected performance under this KPI

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

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

	Target: According to your Action Plan, what did you set out to do?	Actual: What did you achieve?
1.	Explore new types of recycling programs (both ewaste and others)	Apple globally recycles more than 70% of the weight of product sold 7 years prior. Apple accepts all brands for recycling. In Australia a wide range of recycling programs are available to the public and Apple customers. Battery and mobile phone recycling is also offered.  see <a href="http://www.apple.com/au/recycling/">http://www.apple.com/au/recycling/</a> for more detail

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



Yes



No

If yes, please give examples of other product stewardship outcomes

See <http://www.apple.com/au/environment/> for details.

Here is a summary.

**Achieving 100 per cent renewable energy.**

We're currently on track toward achieving an ambitious goal: to power every Apple facility entirely with energy from renewable sources — solar, wind, hydro and geothermal. We've already reached this milestone at all of our data centres that provide online services to our customers, including in Maiden, North Carolina in the US. We've also reached 100 per cent at our facilities in Austin (USA), Cork (Ireland) and Munich (Germany), and at our Infinite Loop campus in Cupertino. For all of Apple's corporate facilities worldwide, we're at 75 per cent renewable energy — which represents a 114 per cent increase since 2010. To get to 100 per cent worldwide, we're constructing new energy-efficient buildings and updating existing ones. We're installing our own onsite renewable energy sources, including solar arrays and fuel cells. And for the balance of our energy needs, we're establishing as many long-term contracts with energy suppliers as we are allowed.

**Environmentally conscious materials.**

In addition to eliminating toxins and designing products with highly recyclable aluminium enclosures, Apple works with environmentally conscious materials including recycled plastics, recycled paper, biopolymers and vegetable-based inks. We have also found ways to re-engineer secondary materials to the high standard of our designs. For example, our fan assemblies in Mac Pro use advanced materials derived from repolymerised plastic bottles. Speaker assemblies and internal brackets in the Apple Thunderbolt Display are made from recycled PC-ABS. In 2012, our latest achievements included the AirPort Express enclosure, which includes biopolymers derived from industrial-grade rapeseed and recycled PC-ABS. And the aluminium stand on the iMac is made using 30 per cent recycled content. Our packaging designs for many products use pulp fibre from post-consumer paper streams, and we use vegetable-based inks for in-box materials. And not only are iTunes Gift Cards recyclable, they are made from recycled paper.

**Energy efficiency.**

Using a life cycle approach, Apple measures the greenhouse gas emissions associated not only with producing products but also with their use by our customers. We know of no other company in our industry going this far in measuring and disclosing its carbon emissions. Because we design both the hardware and the operating system, we're able to make sure they work together to conserve power and lessen the amount of greenhouse gases generated. Since 2008, we've reduced the average power consumed by Apple products by 40 per cent, reflecting our drive to create the world's most energy-efficient products. And as a result of our emphasis on creating products that consume less energy, the portion of greenhouse gas emissions caused by usage of our products has decreased by 43 per cent since 2008.

**How we calculate our carbon footprint.**

To accurately measure a company's environmental footprint, it's important to look at the impact that company's products have on the planet. Other companies continue to report only the carbon footprint of their facilities. But we use a comprehensive life cycle analysis approach to determine where our greenhouse gas emissions come from. That means adding up the emissions generated from manufacturing, transporting, using and recycling our products, as well as the emissions generated by our facilities. We know that about 98 per cent of Apple's carbon footprint is directly related to our products. The remaining 2 per cent is related to our facilities, including our data centres.

**Minimising the impact of our growth.**

We know that the most important thing we can do to reduce our impact on the environment is to improve the environmental performance of our products. That's why we design them to use less material, ship with smaller packaging, be free of many toxic substances, and be as energy-efficient and recyclable as possible. So as we continue to grow faster than the rest of the industry, we're doing it with products that are friendlier to the environment than ever, and we remain committed to creating products that have the least amount of impact on the environment. Though our revenue has grown, our greenhouse gas emissions per dollar of revenue have decreased by 21.5 per cent since 2008. And we're still the only company in our industry with an entire product line that not only meets but exceeds the strict energy guidelines of the ENERGY STAR specification.

26. Describe any constraints or opportunities that affected performance under this KPI

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

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

	Target: According to your Action Plan, what did you set out to do?	Actual: What did you achieve?
1.	Survey Apple customers to see how they dispose of our packaging	Apple products are typically unpackaged at home or in the work place, so their propensity to add to litter is reduced. An informal survey suggests the majority of packaging is repurposed or kept for later use. To understand whether this typical behaviour, a broader more formal survey would be required.

28. Describe any constraints or opportunities that affected performance under this KPI

Determining a formal solution that adds relevant questioning to an existing survey is proving difficult. Discussions continue.

**Your Experiences**

This section lets you share with us any achievements, good news stories and areas of difficulties in making progress against your plan and the Covenant goals and KPIs.

29. Key achievements or good news stories

See KPI 7

30. Areas of difficulties in making progress against your plan, Covenant goals or KPIs