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CIRCULAR AUSTRALIA WELCOMES AUSTRALIAN GOVERNMENT DIGITAL PRODUCT PASSPORT PROPOSAL

Circular Australia welcomes the significant efforts by the Minister for Environment the Hon. Tanya Plibersek to design out waste and drive resource reuse with a plan for a national digital product passport to track how we make, reuse, recycle and dispose of resources.

As the world runs out of natural resources there is a massive economic opportunity to extract value from the things we already make, instead of discarding them we can keep them going at high quality around and around in the economy. This circular economy approach creates new jobs and industries and protects the environment and is worth \$2 billion to the Australian economy.

“The introduction of an Australian digital product passport is terrific news for jobs and the environment,” Lisa McLean Managing Director and CEO Circular Australia said.

“Digital product passports not only enable Australians to track resources that have value or may pollute the environment, they also give assurance that recycling works and creates value.

“Minister Plibersek has put Australia in a leadership position to trade with the UK, EU, China and other countries who are already introducing product passports and designing out waste and pollution.”

Circular Australia welcomes the discussion paper and further action to build the new circular economy.

Digital product passports will help improve recycling rates and are part of a number of actions needed to transition to a circular economy, including design standards, finance and investment in infrastructure and circular projects, manufacturing capability, removing toxic chemicals from the economy and metrics to measure progress.

A circular economy aims to redefine growth, focusing on positive society-wide benefits. Decoupling economic activity from the consumption of finite resources, and designing waste out of the system, it is based on three principles: 1. Design out waste and pollution 2. Keep products and materials in use. 3. Regenerate natural systems.

The value of the Australia circular economy is estimated to be \$1.9 trillion.

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