



Russ Martin
Director

Professional Experience

Overview

MS2 is an Australian environmental consultancy with expertise in regulatory affairs, strategy, sustainability, product stewardship, facilitation and communications.

MS2 Director Russ Martin is a Certified Environmental Practitioner (www.cenvp.org) with 18 years experience in public policy development, sustainability and market-based instruments for environmental protection in the US, Australia and Middle East. Russ also serves as President of the Product Stewardship Council (PSC, www.productstewardshipcouncil.org), an independent, non-profit organisation dedicated to understanding and advancing the principles of product stewardship. MS2 is a Foundation Member of the PSC. In 2008, peers nominated Russ to the WME Leaders List.

Recently, MS2 and UK-based consultancy Percharads developed the first annual 'Status of Packaging Sustainability in Australia' report for the Packaging Council of Australia (PCA). MS2 has also developed sustainable packaging visions and strategies for the PCA and reviewed Australian packaging rates and their environmental benefits for the National Packaging Covenant Council (NPCC). For several years, MS2 provided product stewardship and communications support for the National Packaging Covenant Industry Association (NPCIA), representing eight peak industry bodies and over 400 member companies as signatories to Australia's National Packaging Covenant. MS2 also recently assisted brewer Lion Nathan with development of Lion Nathan's public sustainability report.

In conjunction with PricewaterhouseCoopers Legal, MS2 conducted a benchmarking exercise of environmental legislation and relevant Codes of Conduct for Goodman Fielder Limited (Australasia's largest food manufacturer) and helped prepare a submission to the Australian Law Review Commission relating to secure destruction of sensitive materials.

MS2 drafted submissions to the Productivity Commission Inquiry into Waste Generation and Resource Efficiency for the Australian Electrical and Electronic Manufacturers' Association (AEEMA), Australian Food and Grocery Council (AFGC), Amcor Australasia, PSC and NPCIA. MS2 Director Russ Martin testified before the inquiry on behalf of the AFGC and PSC. Recent projects also include technical support for the Australian Industry Group (Ai Group) Energy & Sustainable Business Help Desk and preparation of Covenant Action Plans and Annual Reports for a range of companies from Nokia Australia, Kodak (Australasia) and Amcor Australasia to small food and beverage manufacturers.

MS2 assisted the NPCIA in strategy and negotiations with Commonwealth and jurisdictional Governments on Covenant targets and conducted a detailed study to identify and document the gaps and inconsistencies in the collection, storage and analysis of packaging materials flow data. MS2 was subsequently commissioned by the NPCC to update the study and determine indicative environmental benefits for packaging recycling in Australia. MS2's work was instrumental to Covenant target negotiations and to approval by Australia's environment ministers of packaging recycling rates and successful progress of the Covenant.

info@MS2.com.au

PO Box 755 Turrumurra NSW 2074 Australia

Phone: +61 2 9940 3571 Fax: +61 2 9940 3491 Mobile: +61 (0)417 44 56 44

MS2 also assisted the NPCIA in development and promotion of the Covenant and its outcomes through tasks including strategic analysis and advice on revisions to the Covenant; communications internally and externally to develop and convey consistent industry positions on Covenant matters; liaison and technical support on the Covenant and Action Plans for company and industry signatories, including two series of workshops throughout Australia; representation of NPCIA at peak industry forums; and refinement of the Environmental Code of Practice for Packaging and development of associated Guidelines in conjunction with the AFGC.

MS2 provides its clients with competitive pricing, extensive experience in Australia and overseas, strategic oversight and access to a broad network of professional contacts and resources.

Experience and Expertise

MS2 Director Russ Martin has 18 years experience in environmental public policy development, sustainability, product stewardship and implementing market-based incentives for environmental protection in the US, Australia and Middle East, including:

- Development and implementation of Florida's Advance Disposal Fee (ADF, a market-based approach to recycling market development); serving as Project Manager of over US \$6m in recycling market development projects; and serving as Staff Director for the Florida Packaging Council on behalf of the Florida Department of Environmental Protection (FDEP).
- Senior Economist for the New South Wales Environment Protection Authority (NSW EPA), providing economic and policy analysis of major environmental policies and strategies for the Minister for the Environment, the Cabinet Office, and NSW EPA's Executive Branch.
- Manager Economic and Environmental Policy responsible for a wide range of activities at environmental consultancy C4ES Pty Ltd (C4ES), including project management, regulatory affairs, public policy analysis and product stewardship in the packaging, consumer electronics, sugar and wool industries.
- Analysis and strategy for industry clients as a sole trader and Director of MS2, including Amcor Australasia, the Beverage Industry Environment Council (BIEC), Coles supermarkets, Ai Group, Packaging Council of Australia and NPCIA.
- Senior Economic Advisor for Hyder Consulting (www.hyderconsulting.com), advising a range of government and private clients in Australia and the Middle East.

Russ has a Bachelor of Science degree in Marine Biology and a Master of Science degree specialising in Environmental Planning and Natural Resources Management.

Sustainability, Product Stewardship and Regulatory Affairs Experience

- Led the first annual 'Status of Packaging Sustainability in Australia' report for the Packaging Council of Australia (PCA).
- Drafted legislation on management of municipal solid waste in the Emirate of Fujairah to help privatise waste management and resource recovery in the UAE and provide an appropriate regulatory framework for a least cost, efficient system implemented to high international standards involving resource recovery, energy recovery, biological treatment and waste disposal practices.

- Led review of economic instruments for waste management, recycling and product stewardship and facilitated stakeholder consultations on the State Waste Strategy for Queensland EPA.
- President of the Product Stewardship Council (www.productstewardshipcouncil.org).
- Assisted brewer Lion Nathan with development of Lion Nathan's public sustainability report.
- Product stewardship and communications support for the NPCIA, representing eight peak industry bodies and over 400 company signatories to the National Packaging Covenant.
- Responsible for legislation, policy development, and implementation of Florida's ADF.
- Represented NPCIA on National Projects Group and NSW Jurisdictional Projects Group.
- Drafted submissions to the Productivity Commission Inquiry into Waste Generation and Resource Efficiency for AEEMA, AFGC, Amcor Australasia, PSC and NPCIA.
- Researched and developed options for strengthening packaging product stewardship in Australia in support of the NPCIA submission to the Productivity Commission.
- Developed producer responsibility strategies and prepare submissions to Government for a number of industry clients, including BIEC and home appliance manufacturer Fisher & Paykel.
- Led independent environmental assessments and stewardship strategy development for the Australian wool production industry and had a similar role in the Independent Environmental Audit of the Australian Sugar Industry.
- Expert testimony before the Parliamentary Inquiry into Waste Management in Tasmania.
- National Packaging Covenant Action Plan development and reporting for BIEC, Nokia Australia and a range of small food and beverage manufacturers.
- Regulatory and economic analysis of the Cost and Benefit Analysis of National Packaging Waste Management Options for the Australian Government Department of Environment and Heritage.
- Led independent investigations into impacts of container deposit legislation (CDL) on NSW and ACT recycling and litter management programs; briefed Ministers and Shadow Ministers for the Environment and local government associations throughout Australia. Currently developing a best practice container deposit system for the Tasmanian Government.
- Responsible for refinement of the National Packaging Covenant's Environmental Code of Practice for Packaging and preparation of accompanying Guidelines, and served on the Code's Management Committee.
- Prepared legislative package to introduce Load-Based Licensing into Parliament and conducted stakeholder consultations on implementing Load-Based Licensing.
- Performed Cost-Benefit Analysis of National Environment Protection Measure on the Movement of Controlled Wastes between States and Territories and controlled waste tracking reforms in NSW.
- Facilitated consensus recommendations, as Staff Director of Florida Packaging Council, to Florida Legislature from 24 industry, local government and environmental representatives.
- Facilitated agency responses and negotiated for FDEP with Risk-Based Priority Council in development of guidelines for incorporating risk-based decision making in policy development.

- Served as Project Manager and co-chair of ADF Advisory Committee; facilitated consensus recommendations to Florida Legislature from a wide variety of special interest groups.
- Advised Florida Legislature and Governor's Office and negotiated with industry representatives on solid waste legislation; also prepared amendments, fiscal analyses and briefings.

Sustainable Supply Chain Development Experience

- Chaired *Food & Beverage Supply Chain Sustainability: Lessons from the Dairy Industry* stream of the Enviro 04 Sustainable Industry Conference.
- Helped lead refinement of Australia's Environmental Code of Practice for Packaging and development of associated Guidelines in conjunction with the AFGC.

Recycling and Waste Management Experience

- Managed over US \$6 million in recycling market development, including state-wide public education campaign, established loan program and funded research and demonstration projects.
- Developed waste minimisation and recycling strategies for Coca-Cola Amatil's Australian operations, including waste minimisation and cleaner production, economic analysis, preparation of nationally consistent tender documents and negotiations with service providers.
- Led *Independent Assessment of Public Place Recycling*.
- Assisted in developing a Waste Management Plan for the Emirate of Ajman (UAE).
- Developed decision support tools for strategic waste management plans for local government.
- Project Manager for Recycled *Organics Products Market Analysis 2007* and development of a Critical Issues Paper for development of a more sustainable compost industry.
- Third-party review and reporting of Coles supermarkets performance under the Waste Reduction Accreditation Program for Retailers (WRAPR).
- Industry Performance Adviser, assisting three Southern Sydney councils in optimising the quality and quantity of products recovered through participating council kerbside collections.
- Provided policy analysis and guidance to public and private interests, as well as public education, of Florida ADF program; including appearances before National Recycling Congress, Recycling Council of Ontario, North Carolina legislative committee and CNN Headline News.

Other Environmental Management Experience

- Regular speaker at environmental conferences (contact MS2 for details) on sustainability, producer responsibility, recycling and waste management.
- Served as Australian Team Leader for Australia/Japan/US research consortium evaluating greenhouse gas implications of waste management and recycling strategies.
- Australian Greenhouse Conference Chair and served on Organising Committee for ENVIRO 2000, Asia-Pacific's premier environmental management conference.