



Russ Martin
Director

Professional Experience

Overview

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

MS2 Director Russ Martin is a Certified Environmental Practitioner (www.cenvp.org) with 19 years experience in public policy development, sustainability and market-based instruments for environmental protection in North America, Australia and the Middle East. In 2008, peers nominated Russ to the WME Leaders List.

MS2 are Foundation Members and help lead the creation of the Global Product Stewardship Council (GPSC, www.productstewardshipcouncil.net). The Council is an independent, not-for-profit organisation dedicated to understanding and advancing the principles of product stewardship. As President of the Council, MS2 Director Russ Martin presented on 'International Harmonisation and Trends in Product Stewardship' and participated in international panel discussions at the 2008 Product Stewardship Forum in Boston. Russ is also an invited speaker to the Australian Institute of Packaging's National Conference in Melbourne and the PRO EUROPE Congress 2010 in Brussels.

The Australian Government recently commissioned MS2 and UK-based consultancy Perchards to examine a range of product stewardship programs in North America and Europe. The report features prominently in the Government's pending 'State of Waste' report and development of a new national waste policy for Australia. *Product Stewardship in North America and Europe* included a review of Stewardship Ontario, the Waste Diversion Ontario battery scheme and British Columbia's Encorp Pacific program, along with US and European schemes for waste electrical and electronic equipment (WEEE), European packaging programs and US programs for lamps and other mercury-containing products.

The Queensland Department of Environment and Resource Management commissioned MS2 to conduct a strategic, independent assessment of the Queensland Government's two-year, \$1 million Public Place Recycling Program.

For several years, MS2 provided product stewardship strategy 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 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. In considering the Mid-Term Review of the National Packaging Covenant in November 2008, Australia's Environment Ministers agreed that the findings of the review provided a firm basis for discussion about extending the Covenant arrangements beyond its expiry in June 2010. On behalf of the National Packaging Covenant Council (NPCC), MS2 compiled the packaging recycling rate determinations and indicative environmental benefits for packaging recycling in Australia that were a key component of the review. The NPCC recently commissioned MS2 to update Australian glass recycling data.

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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 Australian Food and Grocery Council (AFGC).

MS2 and Perchards developed the first *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. MS2 recently assisted brewer Lion Nathan with development of Lion Nathan's public sustainability report.

MS2 assisted Sonoco in promoting awareness of recyclability and other sustainability aspects of composite cans. MS2's consultations throughout Australia and recycling trials involving key stakeholders demonstrated that Sonoco's domestically produced composite cans legally and ethically qualified to use the Mobius loop recycling logo due to their demonstrated recyclability.

Select clients on National Packaging Covenant and other sustainable packaging-related activities include (in alphabetical order):

- Amcor Australasia (www.amcor.com/)
- Australian Government Department of the Environment, Water, Heritage and the Arts (<http://www.environment.gov.au/index.html>)
- Australian Industry Group (www.aigroup.com.au/)
- Beverage Industry Environment Council
- C & M Antoniou (www.antonioufillo.com.au/)
- Colmax Glass (www.colmax.com.au/)
- H.A.G. Import Corporation (Australia) (www.hag.com.au/index.asp)
- Kodak Australasia (www.kodak.com.au)
- Lion Nathan (<http://www.lion-nathan.com.au/>)
- National Packaging Covenant Council
- National Packaging Covenant Industry Association
- Nokia Australia (www.nokia.com.au/)
- Packaging Council of Australia (<http://pca.org.au/>)
- Packaging Stewardship Forum of the Australian Food and Grocery Council (<http://www.afgc.org.au/index.cfm?id=447>)

MS2 drafted submissions to the Productivity Commission Inquiry into Waste Generation and Resource Efficiency for the Australian Electrical and Electronic Manufacturers' Association (AEEMA), AFGC, Amcor Australasia, PSC and NPCIA. MS2 Director Russ Martin testified before the inquiry on behalf of the AFGC and PSC. Projects also include technical support for the Australian Industry Group (Ai Group) Energy & Sustainable Business Help Desk.

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 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 19 years experience in environmental public policy development, sustainability, product stewardship and implementing market-based incentives for environmental protection in North America, Australia and the 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 MS2's review of product stewardship programs in North America and Europe, in conjunction with Perchards, for the Australian Government.
- Led strategic, independent assessment of the Queensland Government's two-year, \$1 million Public Place Recycling Program.
- Conducted regulatory affairs, recycling trials and communications to assist Sonoco in promoting awareness of recyclability and other sustainability aspects of composite cans.
- Assisted Colmax Glass in securing National Packaging Covenant funding to expand their glass processing plant north of Sydney and to locate a new glass processing plant in Brisbane. Also assisted Colmax in a feasibility study for establishing an integrated glass autosort and glass 'fines' processing plant in Western Australia.
- Led the first annual 'Status of Packaging Sustainability in Australia' report for the PCA.

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- 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 Global Product Stewardship Council (www.productstewardshipcouncil.net).
 - 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. Led the feasibility study of 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.