

GLASS PACKAGING RECOVERY SCHEME

Product Stewardship Scheme

ACCREDITATION REPORT

2024-2025



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OUR PURPOSE

ZERO CONTAINER GLASS TO LANDFILL

Glass bottles and jars are 100% recyclable and can be recycled over and over with no loss of quality. They're an excellent example of the circular economy in action.

Recycling glass saves natural resources, reduces CO₂ emissions, saves energy, and grows our circular economy.

The purpose of the Glass Packaging Recovery Scheme is to improve the recovery, reuse and recycling of glass bottles & jars in NZ

Our goal is to capture all glass bottles and jars for recycling, reuse or refill, or, when that's not possible, alternative uses.

We support solutions for all container glass (beverage and non-beverage containers) which keep glass in circulation at its highest quality and value.



SCHEME SCOPE

A photograph of a glass bottle manufacturing process. In the foreground, several glass bottles are being processed by a machine with mechanical arms. The bottles are glowing with a warm, orange-red light, suggesting they are hot. The background shows more bottles and machinery, all under a similar warm light. A large, semi-transparent red overlay covers the left side of the image. A white diagonal line runs from the top right towards the bottom center, separating the red overlay from the rest of the image. There are also several white, semi-transparent bottle shapes overlaid on the red area.

The Glass Packaging Recovery Scheme (GPRS), formerly the Glass Packaging Forum (GPF), is Aotearoa New Zealand's voluntary product stewardship scheme for glass bottles and jars.

We are funded entirely by our members, based on the tonnage of glass they put into the New Zealand market. This funding is used to improve outcomes for glass, primarily through contestable grant funding rounds.

Grant applications are assessed by the Scheme Manager and Steering Committee to ensure funding is applied to positively impact glass recovery, recycling, reuse or alternative use. Funded projects range from infrastructure and reuse to plant and public place recycling.

The Scheme Manager also works to improve outcomes for glass by facilitating stakeholder relationships, offering advice, expertise and support, and advocating for policies which support best-practice glass recovery methods, and actively engages with members, consumers and wider stakeholders through a variety of communications channels.

Sustainable development goals

GPRS recognises the significance and value of the United Nations' Sustainable Development Goals (SDGs).

12 RESPONSIBLE CONSUMPTION AND PRODUCTION.



Goal 12: Responsible Consumption and Production.

The scheme enables our members to take increased responsibility for the products they put into the market, by funding initiatives through their voluntary levies.

13 CLIMATE ACTION



Goal 13: Climate Action.

By improving the circularity of glass in New Zealand, the scheme and its members are helping reduce the impact of climate change. Recycling glass requires less energy and fewer natural resources and is more carbon efficient than manufacturing glass from virgin material.

17 PARTNERSHIPS FOR THE GOALS



Goal 17: Partnerships.

GPRS partners at a local level with organisations throughout the supply chain, based on a shared goal of increasing the recovery and recycling, or reuse, of glass in Aotearoa.

REPORTING PERIOD

The scheme, then operating as the Glass Packaging Forum, was re-accredited by the Associate Minister for the Environment on 23 March 2018 for a period of seven years.

An application for re-accreditation has been submitted to the Ministry for the Environment, now the Ministry for Cities, Environment, Regions & Transport. The Ministry has since received further information, including an updated application reflecting the scheme's new name, the Glass Packaging Recovery Scheme (GPRS). At the time of writing, the application remains under review and a decision is pending.

This report covers:

Financial reporting

1 April 2024 – 31 March 2025

(GPRS financial year)

Funding awarded

1 April 2024 – 31 March 2025

(Aligned with financial year)

Mass balance reporting

1 July 2024 – 30 June 2025

(In line with council reporting year)

EXECUTIVE SUMMARY

Previous reports have highlighted the need to evolve the current voluntary product stewardship scheme toward a regulated extended producer responsibility (EPR) model. A key focus this period was reflecting on, and refining, our strategy to ensure the scheme's ongoing relevance and effectiveness.

As part of this strategic work, the scheme underwent a significant transition during the compilation of this report: the 20-year-old Glass Packaging Forum (GPF) brand was refreshed and evolved to a new identity, the Glass Packaging Recovery Scheme (GPRS).

Considerable time and resources were also dedicated to reviewing GPRS's continuing role within New Zealand's broader glass recovery landscape.



Scheme performance at a glance

	2024-2025	2023-2024	
GLASS TO MARKET	204,285 TONNES	225,147 TONNES	↓ 9%
RECOVERY RATE	66%	71%	↓ 5 PERCENTAGE POINTS
RECYCLING RATE	74%	65%	↑ 9 PERCENTAGE POINTS

Scheme performance

This reporting period saw a decline in container glass going to market, and a corresponding decrease in the tonnage of glass recovered, compared with the previous period. We were pleased, however, to note a marked increase in the recycling rate of the glass recovered.

Glass to market fell to 204,285 tonnes, a 9% reduction on the previous period. This continues a trend of decline across alcohol, non-alcohol and food packaging in glass, driven largely by the prevailing economic downturn and cost-of-living pressures facing New Zealanders*. Producers also continued to shift away from glass toward alternative packaging materials, such as aluminium cans, as part of broader cost-reduction efforts.

The recovery rate fell 5 percentage points to 66%. The decline was spread broadly across all regions, with no single region standing out as the primary driver, though contamination levels in Auckland's co-mingled kerbside collections remain a persistent barrier to lifting the region's recovery performance.

The recycling rate rose 9 percentage points to 74%, an encouraging result achieved against a backdrop of soft market demand and declining glass volumes. The increase demonstrates continued progress in converting recovered glass into viable recycling outcomes, with a greater proportion of the material collected being retained as a resource for new products rather than being diverted to lower-value uses or disposal.

*(Source: Stats NZ, Alcohol Available for Consumption: Year ended June 2024–2025)

Funding

Funding is one of the scheme's four KPIs. Typically, three funding rounds run each year, with improving infrastructure a continued focus in recent years. However, the Steering Committee observed that grant funding had recently delivered only marginal improvements to recovery rates.

As part of the strategic review, the Committee decided to temporarily suspend grant funding for this reporting period, placing unspent funds into reserves for future opportunities. This pause allowed the Committee to reassess the priorities, effectiveness and reach of future funding to ensure maximum impact.

The suspension was lifted during the third quarter of the reporting period, when two projects were approved to improve waste infrastructure and diversion outcomes: grants to Taupō District Council and to Island Waste Collective on Waiheke Island, Auckland, totalling \$65,850.

Membership

The reporting period saw membership stay largely unchanged. The current economic climate has impacted consumption trends, which in turn limited the scheme's ability to attract new members. A new strategic alignment is now underway, as part of the GPRS 2026-2030 Strategy, to strengthen membership and attract a more diverse range of members to the scheme in the coming year.

Engagement with central and local government

GPRS works diligently to raise the profile of glass packaging and its recyclability at both central and local government level. We maintained close engagement with the Minister for the Environment and local government authorities throughout the period, communicating the current state of container glass recovery and recycling, including the challenges involved, potential solutions, and the ways Government can partner with GPRS to achieve the best possible environmental outcomes.

Our approach continues to support the work of local councils in improving resource recovery outcomes for glass. This includes advocating for a move away from co-mingled collections where they still remain and working toward glass-out-at-kerbside collection being available to every New Zealander.



GOVERNANCE

The background of the slide features a close-up photograph of several glass beer bottles nestled in a yellow plastic tray. The bottles are partially filled with a golden liquid and have condensation on their surfaces. A prominent red geometric shape, resembling a large arrow pointing right, is overlaid on the left side of the image. The word 'GOVERNANCE' is written in white, bold, sans-serif capital letters across the top left, partially overlapping the red shape.

Who we are

Our Steering Committee is elected from our membership and provides guidance and strategy to the Scheme Manager. The Committee also approves budgets and funding requests from the GPRS contestable fund in alignment with the Packaging Forum CEO. Selected Steering Committee members represent GPRS interests on the board of The Packaging Forum, which is responsible for the management of levies, administration and recordkeeping for GPRS.

The Scheme Manager provides information, advice and expertise to assist the Committee in its decision-making, and manages Scheme operations.

Steering Committee and Scheme Manager 2024–2025



Chris Grant
5R Solutions
Chair



Sara Tucker
Lion
(Member)



Nicola Voice
Woolworths
(Member)



Hamish White
DB Breweries
(Member)



Julian Sidebottom
Asahi
(Member)



Penny Garland
Visy Recycling
(Member)



Megan Williams
Hospitality NZ
(Member)



Kasun Ranga
Glass Packaging
Recovery Scheme
(Scheme Manager,
Started on 1st August 2025)

Grant funding

With grant funding temporarily suspended for most of the period while the Steering Committee completed its strategic review, two projects were approved once the suspension was partially lifted, totalling \$65,850.

Recipient: **Taupō District Council**

Project: Building glass bunkers to separate 3 colours of glass

Type: Infrastructure

Funding: \$38,850

Tonnage impacted p.a.: Under 100 tonnes per year



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PROJECTS FUNDED



\$65,850

AMOUNT FUNDED

Recipient: **Island Waste Collective (Waiheke Island, Auckland)**

Project: Purchase of 33m3 hook bin for brown glass storage (completing extended storage for all 3 colours)

Type: Infrastructure & methodology

Funding: \$27,000

Tonnage impacted p.a.: Improved glass quality



SCHEME OPERATION & RESULTS

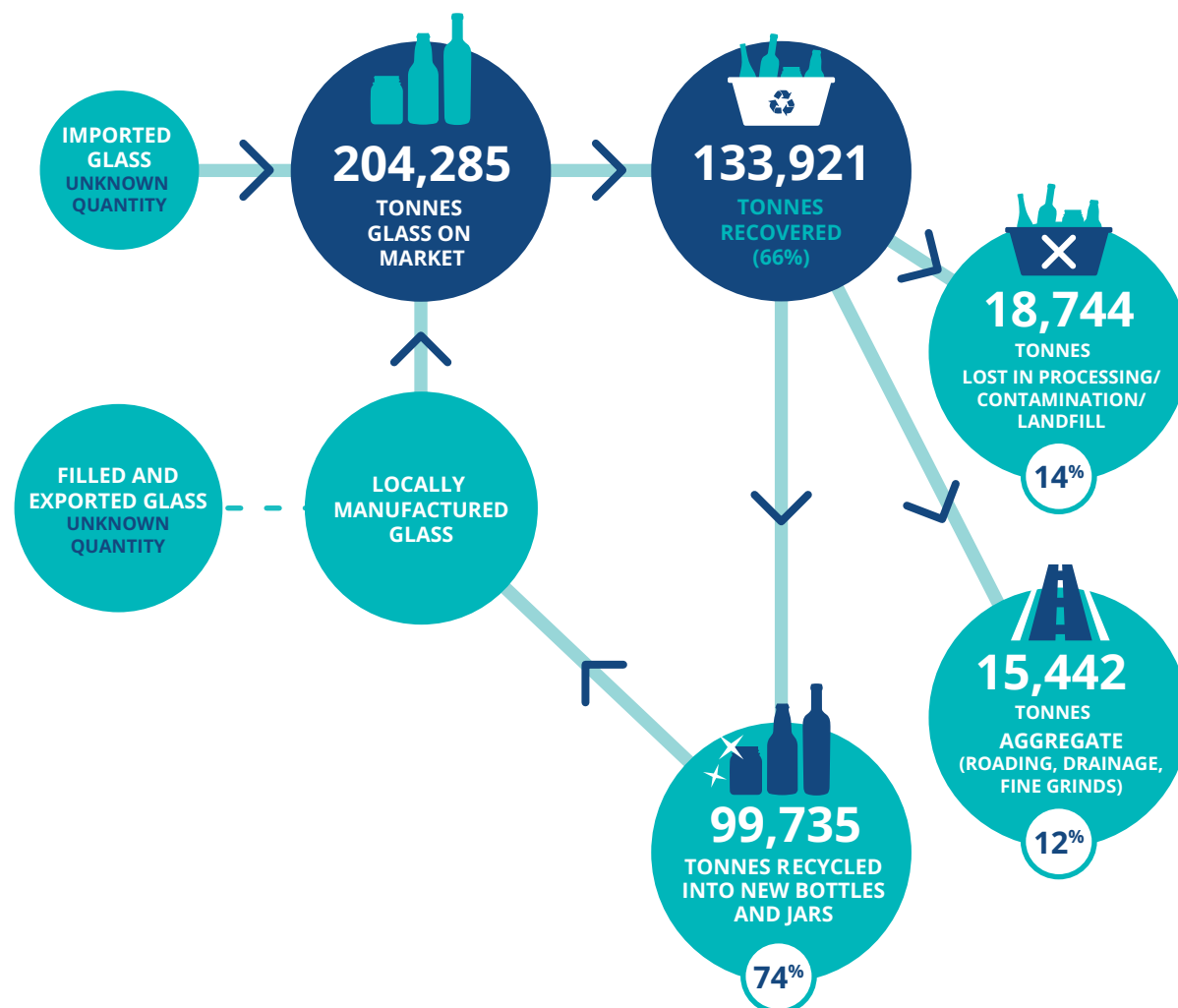
Mass balance results

Data methodology. Our data methodology remained unchanged from the previous reporting period. We draw on data from local councils and their contractors, end users of recycled glass, Statistics New Zealand, GS1 and Circana. We also retained data gathered through extensive work with our members on weights and percentages by product type, used to calculate the percentage of products in glass packaging and confirm bottle weights.

Council data is vital given councils' role in collecting glass from kerbside and recycling drop-off points and is collated through our annual council glass data survey, which achieved a response rate of 84% this period which was a significant improvement from last reporting period's 80% participation. A survey of industry players providing end markets for glass provides information on tonnage processed and its actual end use or destination.

The resulting data is robust and shows:

- **20,862** fewer tonnes of glass went to market than in the previous period, a drop of **9%**.
- **26,599** fewer tonnes were recovered, a **17%** decrease, reflecting lower glass to market, while, year on year recovery rate indicate a decrease of **5** percentage points.
- Tonnes recycled into new bottles and jars held relatively steady at **99,735** tonnes (down **4%**), effectively lifting the recycling rate to **74%** (up from **65%** previous year).
- Recovered glass sent to aggregate and alternative uses more than halved, from **34,992** to **15,442** tonnes, meaning a greater share of recovered glass returned to bottle-to-bottle recycling.
- Losses to processing, contamination and landfill fell to **18,744** tonnes and at **14%** of glass recovered, remain a key area for improvement, particularly where co-mingled collections are used.



Note: The 2023–24 tonnes recovered and recycled percentage figures referenced have corrected a minor totalling error in last year's report. Year-on-year comparisons in this year's report use the corrected figures.

Auckland glass is key to improving recovery and recycling

Contamination in Auckland's co-mingled kerbside collections continues to limit the region's glass recovery performance. However, the **39,985** recovered was **13%** higher than the **35,468** they recovered in 2023-2024.

With Auckland accounting for a significant share of New Zealand's population and glass consumption, improving the quality and recovery of glass in the region represents one of the most significant opportunities to lift national glass recycling performance and move closer to a truly circular glass economy.



Recycled content in locally made glass

While the scheme has no control over the manufacture of glass in New Zealand, it is pleasing to note the continued progress in recycled content achieved by Visy Glass. Visy reported an average of **70%** recycled glass content in its New Zealand-made bottles and jars in 2024. Visy subsequently confirmed that the **70%** average recycled content was achieved again in 2025, demonstrating continued progress in using recovered glass as a feedstock for new glass packaging in New Zealand.

Objectives and targets

OBJECTIVE	PARAMETER	TARGET	2024-25 PERFORMANCE	2023-24 PERFORMANCE
Increase in the volume of container glass recycled	Report on diversion activity and be recognised as the reliable source of container glass recycling data by collating national data on container glass diverted from landfill via all activities	82% of total container glass into market is diverted	66%	71%
Completeness of Scheme	Close the gap between consumption data and tonnage declared by members	90% of consumption data comes from members; ≥60% industry engagement survey response rate	GS1 catalogue and Circana (formerly IRI) scan set data used. Detailed analysis undertaken of data provided by members product specifications and Statistics NZ	All consumption data used comes from members, product specifications and Statistics NZ
		≥ 60% industry engagement survey response rate		
Stakeholder support	Council management and operational staff and the commercial collector network who have direct influence over glass recycling in their region are actively engaged in the scheme	≥ 60% local government engagement survey response rate	84% engagement from local government on mass balance survey	80% engagement from local government on mass balance survey
Contribution to community	GPRS investment fund set aside for regional recycling initiatives annually	Budgeted investment fund allocation represents at least 50% of total operations budget	14% (funding suspend lifted in Q3 of the year)	7% (funding suspended for strategic review)

Note: Multiple data sources were used to prepare this mass balance. Consequently, reported figures may be subject to a small margin of error.

Advocacy and stakeholder engagement

Engagement is a strong focus for GPRS, from scheme members to broader stakeholders and members of the public, to promote and achieve better environmental outcomes for glass. Our stakeholders include:

- Scheme members and other producers (potential members)
- Councils, recycling contractors and processors
- Community recycling organisations and grant applicants
- Consumers
- Government bodies and elected government officials

We engage through regular newsletters (member-only and general), webinars, social media, media releases, blog posts, advertorials and paid advertising. During the reporting period, GPRS continued to strengthen relationships with key stakeholders and pursue opportunities to improve glass collection, recovery and recycling outcomes. Examples of this engagement included:

- **Community Recycling Centres:** Initiated discussions with Community Recycling Centre networks across Auckland to explore the establishment of colour-separated glass drop-off points at each facility. This work aims to provide communities with additional opportunities to separate glass at source and improve the quality and value of recovered glass.
- **Local government and recycling stakeholders:** Engaged with local government stakeholders, including Auckland Council and Tātaki Auckland Unlimited, to discuss opportunities to improve current glass recycling methodologies and practices and identify opportunities to strengthen glass recovery and recycling outcomes.
- **Industry and sector collaboration:** Continued engagement with councils, recycling contractors, processors, community organisations and other stakeholders to better understand operational challenges, share information and identify practical opportunities to increase glass recovery and support a more circular glass packaging system.
- **Central government Engagement:** Maintained regular engagement with central government, including the Minister for the Environment and the Opposition spokesperson for the environment, as well as the Waste Operations and Waste Policy teams at the Ministry for Cities, Environment, Regions & Transport (MCERT).

Our communications:



WEBSITE

4.5K
VISITS



SOCIAL MEDIA

32.8K
CONTENT REACH



WEBSITE

26K
PAGE VIEWS



SOCIAL MEDIA

423
CONTENT ENGAGEMENTS

Glass-separate collections

Best-practice glass-separate kerbside collection remained a central focus of our advocacy this period. We continued to encourage councils to move away from co-mingled collections toward glass-out-at-kerbside options for every New Zealander, engaging directly with council staff and through submissions on Waste Management and Minimisation Plans.

Council data

Councils and their contractors are a crucial data source for our mass balance work, and we again invested significant time in our council glass data survey. The survey also provides a valuable touchpoint for understanding the challenges and roadblocks councils face in collecting glass for recycling.

FINANCIAL INFORMATION

Statement of profit and loss for the year ended 31 March 2025

REVENUE

	2024-25 (\$)	2023-24 (\$)
Interest income	22,176	16,500
Levies	452,064	495,655
Total revenue	474,240	512,155

OPERATING COSTS

	2024-25 (\$)	2023-24 (\$)
External funding projects	117,891	34,740
Third party verification	12,610	13,160
Travel and accommodation	5,331	2,913
Data capture / monitoring / audit	10,585	17,562
Member / stakeholder engagement, external communications	79,526	52,013
Ministry reporting	2,580	15,731
Total operating costs	228,523	136,119

OVERHEAD COSTS

	2024-25 (\$)	2023-24 (\$)
Bank fees	14	15
Scheme Management Employee and Administration Costs	121,993	134,987
General	891	738
Subscriptions / software	3,459	581
Telecommunications	808	732
Website hosting / Facebook and support	1398	2,124
Website design and development	267	265
Total overhead costs	128,830	139,442

	2024-25 (\$)	2023-24 (\$)
Total expenses	357,353	275,561
Taxation expense	4,477	3,348
Net surplus / (deficit) after taxation	112,410	233,246

Thank you to our members for improving outcomes for glass

Membership for financial year 2024–2025

AB- Inbev (NZ) Ltd

Antipodes Water Company Ltd

Arthur Holmes Ltd

- Techpack Supplies Ltd

Asahi Beverages - brands include:

- The Better Drinks Co Ltd
- Charlies
- Phoenix
- Canterbury Cream
- Everglades
- Asahi
- Boundary Road Brewery
- Carlsberg
- Founders
- Grolsch
- Haagen
- NZ Pure
- NZ Larger
- Peroni
- Ranfurly Draught
- Somersby
- Wild Buck
- 19 Crimes
- Black Grape Society
- Fat Bird
- Fickle Mistress
- Old North Road
- Matua
- Penfolds
- Pepperjack
- Rawson's Retreat
- St Huberts
- Saltram
- Shingle Peak

- Squealing Pig

- Wolf Blass

- Wynns Coonawarra Estate

- Black Heart

- Cody's

- Cruiser

- Ivanov

- Larry

- Long White Vodka

- Seagers

- Wild Moose

- Woodstock

- KGB

- Cider

Ata Rangi Vineyard

Babich Wines Limited

Beam Suntory (NZ) Ltd

Benton Wines

Bundaberg Brewed Drinks

Ceres Enterprises Ltd

Chateau Waimarama

Cloudy Bay Vineyards

Coca-Cola Europacific Partners Ltd

Constellation Brands New Zealand Limited

- Craft Union Wines
- Kim Crawford Wines
- Robert Mondavi Winery
- Ruffino, Selaks Wines
- Selaks Wines
- Simi
- The Prisoner Wine Company
- Tipping Point
- Young & Co

DB Breweries Ltd

- Double Brown

- DB Draught

- Export

- Flame

- Heineken

- Kingfisher

- Monteiths

- Murphys

- Old Mout Cider

- Orchards Thieves Cider

- Rekorderlig Cider

- Sol

- Tiger

- Tuatara Brewing Company

- Tui

Delegat Limited

Endeavour Consumer Health Ltd

- Red Seal

Foodstuffs North Island Ltd

Foodstuffs South Island Ltd

Suntory Beverage & Food NZ Ltd

Giesen Group Ltd

Hansells Food Group

Hunter's Wines (NZ) Ltd

Integria Healthcare

Jacobs Douwe Egberts NZ

Karma Drinks Ltd

Kono Beverages

Lawson's Dry Hill Winery

Lion (80+ brands including)

- Becks

- Belle-Vue Kriek

- Corona

- Guinness

- Hoegaarden

- Kilkenney

- Leffe

- Lion Brown

- Lion Ice

- Lion Red

- Speights

- Steinlager

- Stella Artois

- Waikato Draught

- Daniel Le Brun

- Huntaway

- Kopiko Bay

- Leefield Station

- Lindauer

- Martinborough Vineyards

- Mt Difficulty

- Morton Estate

- Russian Jack

- Te Hana

- Te Whare Ra

- The King's Series

- The Ned

- Verde Methode Traditionelle

- Wither Hills

Liquorland Ltd

Mars NZ

Nestle New Zealand Ltd

New Zealand Beverage Council

Palliser Estate

Pernod Ricard Winemakers NZ Ltd - brands including

- Absolut
- Ballantines
- Chivas Regal
- Havana Club
- Jameson
- Malibu
- Brancott Estate
- Church Road
- Deutz
- GH Mumm
- Jacobs Creek
- Ceders (non Alcoholic)
- Kahlua

Saverglass New Zealand

Simplot New Zealand Ltd

Te Mata Estate

Villa Maria Estate (Indevin)

- Vidal Wines
- Esk Valley Estate

Visy Glass

Wainhouse Distribution Ltd

Woolworths

