

ACTIVGROUP

# Asia Pacific's Leading Independent Supply Chain and Sustainability Organisation

CAPABILITY | EXPERIENCE | CREDENTIALS



# Contents

## 01 Introduction to The Activ Group

- 1.1 Capabilities and Service Line Summary
- 1.2 Our History and Innovation Path
- 1.3 Our Approach

## 02 Capability Suite

- 2.1 Sustainability and Environment
- 2.2 Supply Chain and Logistics
- 2.3 Technology and Digital Platforms

## 03 Industries and Sectors

- 3.1 Federal, State and Local Government
- 3.2 Manufacturers and Brands
- 3.3 Industry Groups, Associations and NGOs
- 3.4 Retailers

## 04 Management Team

# Introduction

Across the globe, many organisations are recognising the imperative to adapt their supply chain processes and business models to deliver a more sustainable outcome. This transformation is often complex and requires working with an organisation that profoundly understands the commercial realities of creating robust and ethical business models. As Asia Pacific's largest independent supply chain, reverse logistics and sustainability provider The Activ Group can manage this change successfully for the business.

Experts in the circular economy, The Activ Group works closely with manufacturers, brands, retailers, and their supply chain partners to design turn-key solutions to manage the product and materials lifecycle. Our role is to ensure the effective control of products and materials from the point of sale in the market ('gate') and its subsequent distribution and fulfillment, through to end-of-life resource recovery, back to 'cradle' for remanufacture or reformation.

Through close collaboration with our long-term customers, The Activ Group has designed and developed its technology platform to solve the 'gate to cradle' supply chain cycle challenges. With both consumer and enterprise offerings, we can adapt the solution to serve your unique project requirements. Our platform is flexible in design and manages and tracks multiple processes, workflows, decision points, vendor activity and performance. We then deliver data, reporting and insights that inform product design for environment, continuous improvement and efficiencies across all operations.

This end-to-end capability and experience give The Activ Group a unique perspective on solving complex problems at each point in the chain, across multiple sectors and industries. We embed sustainable practices and environmental principles into the day-to-day business activity for organisations in a way that is commercially viable. An important component of product stewardship is to ensure that all programs address key audit, risk and compliance requirements together with the highest standards of environmental recovery and closed-loop waste management practices.

# Our solutions extend across the post-sale supply chain cycle.

**This 'gate to cradle' capability encompasses the following service lines:**

- Supply Chain, Business Process Design & Management
- Order fulfilment, e-commerce and delivery
- After sales service and support, triage, warranty and returns management (including recalls)
- Reverse Logistics
- Asset Management
- Product reuse, remarketing and recycling programs
- Events and campaigns
- Call Centre and Help Desk operations
- Producer Responsibility scheme design and operation
- Ecoactiv Product Recovery and Stewardship
- Vendor Procurement, contract and performance management
- Audit and Assurance services, compliance and regulatory
- Digital Technology & Online Solutions including software development and SAAS
- Consulting and Advisory

## 1.2 Our History and Innovation Path

**The Activ Group has over 20 years of supply chain market experience. On behalf of our customers, we have managed over \$450M of assets in 84 countries and have grown into the largest independent supply chain and sustainability provider.**

Established in 1999, the company commenced its operations specialised in reverse logistics, complex 'high touch' transportation and vendor management, events facilitation, and 4PL services. Our proprietary online platform underpinned our solutions, which provided unique real-time exception management capability to deliver exceptional service outcomes. Our IT systems offered customers a centralised point of control for sophisticated reporting and financial management of multiple vendors, processes, and workflows in one end to end managed service.

In 2001, the organisation expanded its services into Asia Pacific, managing products and assets as a regional solution provider to existing customers. In 2010, The Activ Group then established its offices and teams in India and The Philippines to offer local in-country solutions as well as providing cost-effective back of house support for our global projects.

In 2012, we launched our consumer facing brand, Ecoactiv to support

our community engagement programs and events. As consumer demand for waste and disposal programs increased and with the growing awareness of the environmental and social impacts of consumption, The Activ Group led the market in the design and delivery of product stewardship and waste solutions for manufacturers and brands as part of their 'social licence to operate'. We developed systems and methodologies to better manage unwanted or end of useful life products, and integrate environmental principles into their day-to-day services and operational processes.

Today, we leverage real-time decision-making capability in our technology platforms to optimise services and networks so that customers can achieve zero waste targets, carbon footprint reduction, higher rates of material recovery, service and operational efficiencies. With a unique consumer engagement capability, the platform empowers end-customers to engage a service that suits their preferences and needs in accordance with the waste hierarchy in the most efficient and effective manner. The Ecoactiv platform provides the technology and engine that enables circular economy, today.

## 1.3 Our Approach

Our solutions vary in scope, nature, scale and geographical area, so our approach is driven by customer need across the diverse capability set that we offer. Our focus is on adding value, efficiency, effectiveness and innovation to drive improvements, minimise risk and meet regulatory and compliance obligations. Cost reduction, downstream tracking and audit, and tight controls across the

'critical path' are key focus areas for The Activ Group in service delivery and protecting customers' brand.

We are highly collaborative, inclusive and open in our engagement with all parties, to faithfully deliver on the scope and requirements of the project and address the unique requirements of each stakeholder

# Capability Suite

## 2.1 Sustainability and Environment

### PRODUCT STEWARDSHIP

The Activ Group has over 20 years of experience and a proven track record with Government and Industry in the delivery of National (Australia Wide) and Regional (Asia Pacific) turn-key product stewardship programs that achieve significant scale and volume, in line with prescribed targets and objectives. Our ability to rapidly implement programs is unmatched.

Our expertise extends across the full gamut of product stewardship as follows:

### Feasibility and Business Case Development

- Modelling and business case development in the assessment of various Voluntary and Regulated approaches
- Funding and Compliance models
- Vendor assessments, including reuse and recycling infrastructure, processing and recovery capabilities
- Product scope, targets and industry engagement model
- Stakeholder engagement and feedback
- Risk Assessments

- Trial Development & Pilot programs with subsequent review, reporting and recommendations

### **Industry Scheme and Program Design**

- Strategy and design for both Individual Producer Responsibility (IPR) Programs and Industry-led Extended Producer Responsibility (EPR) Schemes
- Scheme structure, membership and engagement
- Funding and Governance structures and related financial modelling
- Scheme procurement and contract strategy
- PRO model design scope, remit and responsibilities
- Program Design including its planned growth stages and overall product stewardship objectives and KPIs (including baseline data points)
- Development of Standards and Procedure guidelines for scheme participation
- Market Engagement Strategy and branding
- Channel Strategy
- Member engagement and acquisition, including on-shore and off-shore liaison with various key decision makers, procurement requirements and negotiation

### **Stakeholder Engagement**

- Liaison with Government in the formation of schemes and level of Government vs industry led activity and responsibilities
- Government applications and accreditation
- Compliance and Regulatory reporting
- Liaison with key program partners and suppliers for inclusion in the project scope

### **Implementation and Roll-out**

- Program and Scheme implementation and end to end operations
- Project plans with phased approach
- Channel development and Reasonable Access
- Vendor identification, procurement and integration
- Activation of the Ecoactiv Platform to engage consumers, business and the broader community
- Digital Infrastructure, portals and Apps to manage end to end operations, data, reporting, compliance, tracking, certificates, metrics and program performance

### Ongoing Product Stewardship Operations

- Program end to end ongoing operational management, tracking and centralised reporting (one data source)
- Supply chain optimisation and reverse logistics infrastructure and services
- Marketing and communications activity
- Vendor and Channel management, reporting and process control
- Ongoing auditing and performance management
- Site inspections, staff training and compliance records management
- Assurance services and data management
- Regulatory and compliance requirements

The Activ Group has proven methodologies and phased plans to successfully activate product stewardship in the market. The phases usually entail an establishment and operational phase, with a detailed project plan and stepped approach. Program design to launch can be as rapid as 3-6 weeks to commence pilot programs and then scale the program in line with the collection strategy.

### Some Highlights:

- Over 25,000 tonnes of waste collected and recycled
- 500+ public events held with the community for large scale collection and recycling
- Waste streams: Battery, Power & Solar, Commercial and Industrial waste, E-Waste, Fixtures and Fittings, Furniture, Lighting, Medical equipment and waste, Packaging, Oil and Liquids, Organics, Paint, Textiles, Tyres
- 5000+ Meals donated through Pony Up for Good and SecondBite
- Managed \$450M of assets in 84 countries

## 2.2 Supply Chain and Logistics

### POST-SALE SUPPORT

Once product is sold and delivered to end-customers, our post-sale service commences from the first 30 days product support and customer experience through to warranty, triage and returns. Knowing that 40-60% of products returned under warranty is “no fault found” and the ability for brands to gain control, test and analyse product performance to drive improvements is challenging. Our solution? Make it simple for the customer to engage directly with a high level of automation, visibility, tracking and consumer engagement. A ‘whole of lifecycle’ relationship with the customer is of paramount importance.

The Activ Group’s role in the provision of after-sale services varies in scope and nature depending on the available resources, expertise, systems and bandwidth on the customer side. The earlier the point of engagement, assists in our ability to control the decision making and the most effective customer service and customer process to invoke. Our job is to get the best outcome for the customer in a way that is economical for the business.

### REVERSE LOGISTICS AND TRANSPORTATION MANAGEMENT

As a Reverse Logistics specialist, we

adopt a different model and approach in how to manage after-sale returns processes than traditional industry players and approaches.

Reverse logistics operations need to adopt real-time decision making at the earliest point of engagement with the end customer - before any product moves through the network and any cost is incurred. Customers’ reverse logistics function is typically a mirror of their forward logistics processes and this design thinking can often be fundamentally flawed.

Common technology and process gaps that we address for customers in taking over their reverse logistics operations:

#### Technology gaps:

- Manual Processes that impact customer satisfaction and process turnaround times
- Visibility gaps for service teams across the critical path in order to drive improvements and offer new services
- Lack of tracking and follow up with customer on status
- Data and reporting capability to analyse business processes is limited
- No integration with vendors for seamless service experience and contract performance

#### Process gaps:

- Limited bandwidth and expertise to manage the reverse logistics function

- Return prevention is ineffective or limited by third party players
- Longer turnaround times to restore the customer
- Use of 3PL operations to conduct evaluation and return processing adding extra layers of cost under the belief that centralised returns is an effective model
- Incorrect use of transport agents or lack of contingency in service provision
- Limited vendor pool or lack of flexibility in services utilised
- No Audit in place against costs (invoice validation)

The Activ Group's role first and foremost is to improve, automate, provide visibility, and enhance customer satisfaction metrics. This involves a 'diagnostic' process to map current processes and customer expectations in order to transform it, and reset their processes, IT systems and vendor engagement models. In doing so, customers are rewarded with significant cost reduction, end to end visibility, closed-loop processes and in-built flexibility to respond to changing needs of its end customers.

In addition to this, is the sustainability and environment decision layer that also plays a part in how we manage product and material flow to deliver the best net cost / service / recovery outcome. When placing an environmental lens over the reverse logistics operation, we regularly encounter an absence of well designed environmental closed-loop programs that should also interact with the end-

customer as part of a 'whole of lifecycle' relationship. There is often a leadership opportunity missed to differentiate the brand and engage in enviro-led sales initiatives and campaigns which can be integrated into the Customers' business processes to generate additional revenue and brand loyalty.

## AUDIT AND ASSURANCE SERVICES

A key aspect of any business endeavour, is audit. Audit, tracking, compliance and adherence to best practice industry standards, is of paramount importance in the execution of any process, or engagement with partners or service providers. It is a central and recurring theme and focus, in all our projects and program delivery.

The Activ Group embeds the tracking, controls and validation processes into its workflows in order to monitor risk, identify discrepancies and maintain data accuracy and integrity.

This audit and compliance work is conducted by The Activ Group validation team that sits separate to its operations business unit, as part of the provision of its managed services. It is also a standard part of our reporting and billing function to audit all data across multiple processes and vendors to provide accurate information and metrics.

This function is also provided as a separate service to customers. We are often engaged to act as an independent auditor in the selection, assessment...

and management of their supplier activity. In this instance, we are removed from the day-to-day provision of services and become the final buyer and accounts payable function for customers.

Examples of the types of audit and validation we conduct:

### **Logistics Invoice validation**

Between 5 percent to as high as 15 percent of any company's freight expenditure contains unrealised credits from overcharges, discrepancies, unauthorised transactions and duplicate billing. Over the last 20+ years, the problem remains relatively unchanged and is a consequence of the industry's love of complexity and lack of accountability.

The Activ Group has the systems that can provide penetrative data and invoice validation that can detect these issues at the detail level of any transaction, in order to extract savings and efficiencies. ERP systems do not detect these incidences, as it often requires specialist technology and subject matter expertise in logistics to identify it and understand its relevance in the business.

### **Waste Audits and management**

Waste auditing, like logistics, can also reveal potential cost savings, efficiencies and opportunities to better procure and manage vendor services and drive improvements. Conducting site visits, bin audits, reviewing contracts and analysing invoices is relevant and produces results in terms of savings and can also inform future RFQ's and procurement of services for each specific site location.

The Activ Group conducts these types of reviews but more importantly can provide customers with its Waste Management Digital Platform that manages user processes and the logging and management of waste on an ongoing basis. This is a permanent solution that businesses should consider adopting to realise cost savings and improve recovery outcomes over time. The return on investment is easily proven and can serve the needs of multiple stakeholders in the business that need the data, reporting, controls, integration benefits and centralised systems to reduce cost and generate profits. Ask us how..

## 2.3 Technology and Digital Platforms

The ActivGroup's digital platform engine, resources and software development capability is vast, with dedicated on-shore and off-shore teams responsible for delivering cost effective applications and software deployment.

Technology and digital capability, and its ongoing innovation, is a core success factor in the delivery of our products and services. It is central to everything we do and the outcomes we can achieve in elevating our customer's business and market programs. We can achieve significant scale and reach, operating an extensive pool of approved vendors and agents to conduct assigned tasks and activity as part of our turn-key solutions.

The Activ Group is regularly called upon by Government, industry, associations and even our suppliers, to provide digital platforms and custom software development as a stand-alone service request, to manage their network and relationships. This is particularly relevant where our subject matter expertise and experience in supply chain and sustainability is of direct relevance.

Our software solutions include but are not limited to:

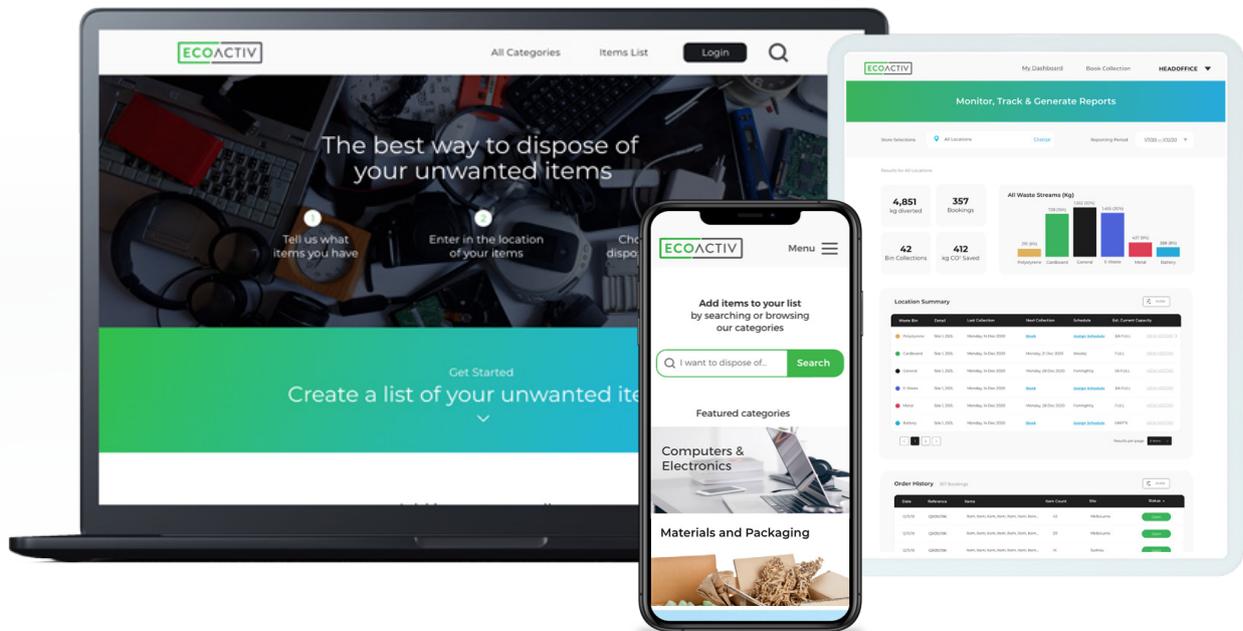
- Freight management & dispatch systems
- Online portals, order requisition and booking systems

- Waste Management Platform
- Back end operations systems
- Inventory and asset disposal plug-ins
- E-commerce development
- Bespoke applications

### THE ECOACTIV DIGITAL PLATFORM

The Ecoactiv Digital Platform is a first of its kind innovation that brings together all stakeholders, services and options across the waste hierarchy into one growing ecosystem and integrated product stewardship hub. It is a 'whole of house', 'whole of building', 'whole of business' solution that centralises the booking, collection and disposal of all product and waste streams into one simple platform interface.

The Ecoactiv Digital Platform provides residents, businesses and the broader community with easy access to a comprehensive service for the disposal of unwanted items and materials. It immediately embraces user pays services and also provides value-added options for community convenience. The disposal service is fully online and three steps in nature: users nominate the items they want to dispose of, provide the location of their goods and the platform algorithms provide the best disposition pathways and...



service options available to reuse and recycling, in one integrated platform experience.

Its first purpose is to streamline and offer a consistent way for consumers to recycle and dispose of end-of-life products. When the Ecoactiv Digital Platform is activated at the point of sale, consumers are seamlessly transitioned to dispose of their end-of-life products - connecting disposition with acquisition in an innovative way.

Its end-user community engagement capability, downstream tracking and management workflow provides immediate leverage for new industry players to activate and existing schemes to accelerate product stewardship outcomes in their sector.

The Ecoactiv Digital Platform membership comprises of the following stakeholders and groups, in its application and use:

### For End-users (B2B and B2C)

- One place to go: easy to use, streamlined process to access disposal services for all types of waste without the necessary research across multiple directories and websites or any understanding of waste
- Confidence: the ability to track items through the disposal process and understand their social and environmental impact

### For Councils

- Streamlined user experience: integrate hard rubbish services and Ecoactiv services together into one App, one solution, one simple workflow
- Reset waste services: Reduce items and materials that flow into the hard rubbish cycle and use of bulk waste entitlements....

- Attack illegal dumping issues that arise due to access / convenience / awareness reasons
- Social Equity / Access: provide valuable services to elderly, disabled or disadvantaged groups that cannot access standard council services
- Data: Significant data capture on how people engage with waste that informs future council services and policies and underpins council statutory reporting obligations

### **For Brands and Retailers**

#### For external market facing programs:

- Use our consumer engagement platform capability to offer reuse and recycling services as a new service line, in a simple, effective and frictionless way
- Provide additional services to customers and generate revenue
- Turn product stewardship into a brand-enhancing CSR program
- Acquire new customers
- The platform algorithms and rules increase foot traffic to stores for specific drop off services whilst diverting other waste streams away from retail locations through intelligent streaming of waste

#### For internal waste management purposes:

A first of its kind Waste Management solution capability that handles all waste streams across warehouse operations, stores, facilities, offices and internal users.

The Waste management solution is

tailored to meet the needs of the various stakeholders across the organisation, managing each business units's daily processes and activity, as follows:

#### *a. For Sustainability and Executive teams:*

With one central system and data source for all waste reporting, metrics and insights, the management team has line of sight, tracking and controls across all internal waste activity. The system handles all audit and compliance records management and requirements and provides the ability to reduce cost, improve vendor procurement and utilisation.

#### *b. For Marketing and Communications teams:*

Activate multiple campaigns and their delivery to market: carbon neutral purchases, recycling as a service, social impact programs, product sales and online coupon rewards and redemptions. Ability to activate revenue and profit enabled by the platform

#### *c. For Stores:*

Back of house waste management, auditing and bin utilisation; ability to better manage vendor servicing and procure vendors tailored to each store, including better separation and recycling to drive cost reduction and increased rates of recovery. The platform can also connect staff with the social and environmental impact they are having and use gamification principles to get participation and commitment.

d. *Operations:*

Waste auditing at warehouse and distribution centres for improved recovery. Easy method for delivery drivers to record in-vehicle waste. Move the needle on performance by changing lag indicators to lead indicators on waste management and environmental outcomes.

e. *Mobile contractors and technicians:*

Separation automation and process control over on-site activity, installation, de-installation and deficit activity.

f. *For Product Stewardship schemes:*

- New schemes can leverage the platform for rapid implementation and customer engagement. This turn-key solution manages all program operations, vendors, tracking, reporting, audit and billing and centralised data (removing the burden on capex to develop bespoke software and systems to manage the scheme)
- Existing schemes can embed their services and drop locations in the platform's growing ecosystem to increase collection volumes, obtain better consumer data and insights on scheme take-up and response rates.

g. *For Service Providers:*

- Suppliers activate their services in the Ecoactiv ecosystem to attract more volume, sales growth and

profit profitability

- Obtain necessary volume that provides the viability and growth to invest in infrastructure and services

h. *For Charities:*

- The Ecoactiv ecosystem can stream the right products and material to charities based on their desired inventory, store capacity and donor profile
- Increase foot traffic to stores
- Connect consumers with the important work initiatives that their donation enables charities to perform
- Increase your customer CRM database based on ideal customer profile

i. *For Government and Regulatory:*

Obtain reporting at a national level, with greater levels of quality audited data that will inform future policy frameworks, regulation, advocacy and action.

# Industries and Sectors

The Activ Group works with a number of key industries and sectors, including Federal, State and Local Government; Manufacturers and Brands; Industry Groups, Associations, NGO's, and Retailers.

## FEDERAL, STATE AND LOCAL GOVERNMENT

The Activ Group works directly with Government to deliver on its waste strategies, policies and action plans, together with its circular economy development goals. Our model provides for the inclusion and participation of all parties and organisations that can contribute to the development of a robust, competitive and effective circular economy.

### Case Study: Department of Environment

Post the release of the Product Stewardship Act 2011, The Activ Group worked directly with the Department and Industry prior to and post the release of the subsequent regulations underpinning the National Television and Computer Recycling Scheme.

Key Engagements include:

- Regulatory Impact Statement (RIS) input: formal submissions and provision of real-world data from on-ground collection and recycling of approximately 5000 tonnes of e-waste prior to the scheme's inception. The Activ Group provided national data from the community on key issues such as 'Willingness to Pay', recycling awareness and key aspects of the potential scheme model. Survey data was collected from 173 public collection events disposing of 200-500 tonne per event from 2,500 households per weekend. Data collected also included community demographics, access to services, demand and consumer sentiment.
- Subject matter expert on the Stakeholder Reference group (SRG), liaising with the Department and the Industry Working Group (IWG) on the formation of an effective Co-Regulatory scheme
- Consultation on the Interim Industry Standards which informed the current AS/NZS 5377-2013
- Rollout of the National Television and Computer Recycling Scheme (NCRS) and the creation of the Industry-led not for profit Arrangement TechCollect and all aspects of its inception and end to end program operations.

## **Case Study: Electronics City Industrial Township Authority (ELCITA), Bengaluru Karnataka, India**

Commissioned by ELCITA and supported by Wipro India, our engagement involved the feasibility assessment of a township wide approach to managing waste across its 158 member organisations that resided in the 903-acre geographical boundary of ELCITA. Approximately 40 corporations and companies of varying size and scale participated in the study, each one individually managing waste using different approaches to collection and disposal with varying standards of compliance and performance.

Our engagement focused on the delivery of three main bodies of work:

### 1. Stakeholder Engagement

- Addressed stakeholders on the purpose of the project, recruited and conducted member assessments of the representative organisations. These assessments covered the waste practices and processes undertaken by each, their governance practices, traceability across the EOL value chain and respective volumes.
- Identified gaps and areas of improvement for inclusion in the final report to ELCITA with recommendations that informed the proposed model.

### 2. Framework Development

- Consultation and development of the new Waste Policy Framework and Process Checklist, featuring minimum standards and best practices of going beyond compliance. Development of a Policy and Process kit for member companies to assess their end-of-life activities, outlining opportunities for advancement, meeting regulatory requirements and expanding boundaries of responsible management.
- Development of communication processes for ELCITA to disseminate these materials to member companies
- Development of content for the e-waste portal, including Policy and Process kit, FAQs, Program Reports.

### 3. Recycler industry assessment and capability reviews

- Consultation and development of audit protocols for assessment and ranking of recyclers in context of the local market compared to international standards of environmental performance.
- Assessment & audit of recyclers based in Bangalore Karnataka over a three-month period.

## MANUFACTURERS AND BRANDS

Consumers expect manufacturers and brands to provide services that value products and materials at any point in the lifecycle, with the ability to trade-in, trade-up and recycle unwanted items, particularly upon purchase of new products. Our data clearly demonstrates that customers will re-engage with brands for multiple purchases and remain loyal to a brand (or switch from another brand) to take up these services.

We work with manufacturers and brands to achieve a 'whole of lifecycle' relationship with their customer and provide the ability to engage at various points in the product lifecycle integrated with their sales and operational processes. Our goal is to embed environmental stewardship and sustainability practices across their entire operations, particularly in the face of increasing regulation and compliance obligations.

### Case Study: Apple

Partner since 2007, The Activ Group is Apple's Environmental Partner in Australia and New Zealand, for the design, implementation and management of recycling solutions across all its channels - Retail, Consumer, Education, Enterprise, Internal operations - to achieve their global environmental and stewardship targets.

Regarded as a unique and innovative partner in the region, our role encompasses the following:

- Management of all logistics and recycling activity, reporting and liaison across all multiple channels, product and waste categories and vendors
- Audit of downstream recycling vendors and resolution of discrepancies and errors across vendor reporting
- Identification and provision of alternative recycling services for specific waste streams to achieve higher recovery rates
- Provision of resource and expertise bandwidth for Apple to focus on core activity
- Events and campaign design and facilitation
- Cost and process control
- Vendor Sourcing for improved recovery rates and outcomes
- Enhance customer experience through innovative take-back programs through Ecoactiv Digital Platform

Key metrics:

- 500-2500 tonne of IPR e-waste collected and recycling in line with year-on-year volume targets

- Year on year cost reduction and efficiencies in its program operations
- Centralised operations with ability to upscale / downscale as needed
- Best service achieved for Apple on every transaction, through smart procurement of services depending on nature of the collection, product type and other data attributes
- Resource / admin savings associated with managing multiple parties, processes, stakeholder needs, issues, discrepancies, disparate systems, invoices and other time-consuming non-core activity for Apple
- Flexible logistics network to cater for all types of product and waste and varying nature of collections, with necessary process controls, audit and contingency
- Plug and play platform for easy integration and management of new and existing vendors
- Provision of industry benchmarking for pricing, services and recovery rates

## INDUSTRY GROUPS, ASSOCIATIONS AND NGOS

The Activ Group provides industry groups and associations with independent consulting and advisory services, on-ground design, implementation and management of industry-wide initiatives.

Our focus areas include policy and framework development, audit and compliance requirements of supplier base, standards development, feasibility and business modelling and creation of industry programs. Our managed services include 1800 number helpdesk and call centre, IT platforms and reporting, vendor management and operations as an extension of their function, for much needed bandwidth.

### Case Study: Paintback

Partner since 2016, The Activ Group manages the Paintback helpdesk function, including provision of online tools to its channel partners and logistics and recycling vendor support. We seek to provide support, bandwidth, problem-solving and advice in the day-to-day running of its operations as an industry-led Voluntary scheme.

Key services:

- 1800 Centralised helpdesk under Paintback brand
- Marketing and Communication distribution

- Turn-Key National Events: full end to end service including planning, schedules, sites, partners, materials, receptacles, logistics, traffic management, staffing and customer engagement
- Day to day operations across channel operations and Paintback approved vendors for logistics and recycling
- Portals and centralised data capture for program audit and reporting

### Case Study: MobileMuster

MobileMuster is the official recycling program of the Mobile Phone Industry in Australia, comprised of the telecommunications carriers and leading handset makers. The Program is a voluntary industry led and funded Product Stewardship scheme.

The Activ Group managed collections from over 3,000 locations nationally, including retailers, councils, and businesses. Our engagement involved the provision of key program elements, such as channel liaison, collection, transportation, recycling, reporting. Commencing its relationship with the provision of a professional call centre and help desk experience to manage participant ongoing communications, process management and advice; this was an important front-end change from the recycler managed service. We then embarked on major process and logistics redesign which had been curated by the incumbent recycler to suit their inbound processes rather than consider upstream cost and process impacts. This resulted in significant cost savings, automation and improved scheme reporting.

Key outcomes:

- Reverse Logistics process re-engineering and that delivered 40% direct cost reduction at inception, with costs to serve reduced in each contract term
- Program scalability and centralised management beyond any one recycler or disposition service
- Improved visibility and tracking across all transactions from source to downstream processing
- Comprehensive reporting across entire operational function for analysis, reporting and KPI monitoring
- Improved recovery levels and introduction of rebates
- Automation across consumer bookings process through to logistics and recycling reporting

## Case Study: ANZRP TechCollect

Following on from The Activ Group's close involvement with the birth of product stewardship in Australia, and with programs already in place with Apple, HP and Canon, we were responsible for the creation of the TechCollect, from inception to its maturity,

The Activ Group was appointed by a group of leading brands to lead the creation of the industry leading Product Stewardship Program for e-waste. The foundation members of the Program included Apple, Toshiba, Panasonic, Hewlett Packard, Canon, Fujitsu, FXP and other leading brands.

Our role covered the modelling of program, funding and membership frameworks through to the complete design, implementation and operational delivery of the program as the PRO.

The program achieved approval by the Federal Government as a Co-Regulatory Arrangement under the Product Stewardship (Televisions and Computers) Regulations 2011. This approval was based on the work performed by The Activ Group.

As the founding brands lacked the experience, capacity and capability to bring a scheme together, The Activ Group was the success factor in enabling parties to deliver on NTCRS requirements within a short timeframe.

Key facts:

- Forecasting, pricing and modelling for member levies, program costs, channel fees and all other scheme elements
- Creation of the program name TechCollect and transfer of its domain name from The Activ Group ownership to the Arrangement
- Executed a highly successful Member acquisition strategy, conducting the entire sales and marketing function to enlist members in the Arrangement and foster collaboration across stakeholders.
- Numerous national stakeholder information sessions, meetings, presentations and sales processes (including RFQ responses and negotiations)
- Activation of The Activ Group's existing infrastructure, relationships, sites and vendors for logistics and recycling for use in scheme
- New vendor procurement and contracts management
- Site audits, compliance checks and ongoing
- Vendor consultation and integration for downstream audit and reporting
- Additional program infrastructure and rollout
- End to end operations management as the PRO
- Centralised reporting, billing and validation
- Ongoing Board and sub-committee preparation, materials, presentations and ongoing advisory support
- Continual optimisation and cost reduction activity

Key outcomes:

- Reasonable Access achieved with 93% population coverage achieved in the first term of program operation
- Cost reduction of 20% in the first year, with subsequent year on year savings
- 167 sites opened nationally
- Collected over 12,000 tonnes of product per year
- Conducted 61 collection events stimulating awareness and volume
- Successfully managed demand and collection volumes according to set targets, activating various strategies to control the risk of under/over collection on behalf of the members.
- Successfully managed program capacity and volume, processing times and metrics
- Zero incidents and non-conformances
- Developed and leveraged positive relationships with State Government Agencies
- Created the program social media activities
- Facilitated the partnership with, and sponsorship of the key Sustainability Festivals

## **Case Study: India Producer Responsibility Organisation (PRO) Consultation, India**

**Model establishment and consultation for Apple, Dell, HP, Lenovo, Panasonic and Canon, under the Indian Government regulated E-waste (Management) Rules, 2016.**

Following on from The Activ Group's success creating the industry leading product stewardship Arrangement in Australia, the founding brands commissioned The Activ Group to devise a model for India. Leveraging our industry expertise and local teams, we engaged in extensive stakeholder engagement processes, workshops, industry presentations and sessions to provide the consortium with the scheme framework, modelling and recommendations plan to move forward with a local solution.

Key outcome:

- IP transfer and recommendations taken forward with the engagement of a local provider to manage their operations

## RETAILERS

Implementing sustainability programs and practices across the organisation provides commercial advantages together with the delivery of its environmental and social goals. We help retailers adopt closed loop practices that are commercially orientated, by providing turn-key solutions that:

- Increases sales & market share in existing and new markets
- Cuts overhead costs by diverting and minimising physical waste from stores
- Connects, engages and retains your changing consumers

The Activ Group provides retailers with the digital infrastructure, logistics, marketing and operations support to successfully launch and manage product stewardship across their suite of products to consumers. Retailers can also centralise and manage their participation in multiple product stewardship schemes through us, in an efficient and streamlined manner.

Our work encompasses the following activity:

- Business case development and feasibility studies to demonstrate the value and viability of stewardship program integration to its market strategy and operations. This involves the development of financial models, metrics and data that demonstrates clear commercial advantages and value to stakeholders.
- Turn-key consumer facing programs: implement reuse and recycling programs as a legitimate service line and offer to consumers. This service is offered online or in-store, and can be activated at point of purchase and integrated into the fulfillment and delivery of new product
- Manage front of house store drop off services
- Social program integration
- Develop and launch offset programs, carbon abatement and carbon neutral purchases
- Waste management platform that tracks, controls and manages all waste and processes across its operations and provides centralised data, metrics and reporting to all key stakeholders in the organisation
- Activation of the Ecoactiv Digital Platform to manage all internal waste and external customer recycling programs

## Case Study: JB HiFi and The Good Guys, eMeals Program

As a retail member of Ecoactiv Digital Platform ecosystem, The Activ Group provided a turn-key national e-waste solution offer in market for its consumers to dispose of unwanted electronic items whilst feeding people in need through the launch of our eMeals program. The solution provides a pickup from home service to solve consumers' demand for disposal services whilst diverting waste from stores (particularly valuable during COVID lockdowns).

With The Activ Group providing rapid program activation to take the program live within 2 weeks, we achieved 1000+ bookings, 5000+ fresh meals and 10,000+kg of waste in the first 60 days.

Key outcomes and insights:

- People weren't recycling previously because it was deemed "too hard" — the Ecoactiv Digital Platform made it easy
- Connection of acquisition of new product and disposal: 50% of customers in the product buying journey actively showed they wanted to recycle their old items.
- Customers cited that they switched brands to JB Hi-Fi and The Good Guys based on their environmental programs in place via Ecoactiv (retailer switching strategy validation)
- Socially led campaign resonated with the community to prompt engagement with the service
- Environmental closed loop benefit – diversion from landfill
- Strategic & Commercial value

# Our Management Team



**HELEN JARMAN**  
Founder & CEO

Helen Jarman is CEO, entrepreneur and Telstra Businesswoman of the Year, and winner of the Pam Keating Award presented by the Waste Management Association (WMAA) recognising leading women who have made a significant contribution to the Environmental sector.

Helen established The Activ Group (Infoactiv, Ecoactiv) in 1999, and is acknowledged as a trusted and independent provider of Supply chain and Sustainability solutions across the Asia Pacific region, enabled by smart, cloud-based platforms and technology solutions that are customer centric and flexible.

Helen works closely with Brands, OEMS, Retailers, Associations and Government, particularly through the formation of Product Stewardship Regulations, focused on practical implementation of environmental stewardship. Helen has enabled clients to execute on their stewardship obligations in a way that is embedded in their supply chain operations, providing innovative solutions that drive brand equity, revenue growth, cost reduction and whole of product lifecycle relationship with end-customers. Helen is a regular speaker on business, sustainability, entrepreneurship, supply chain and circular economy thinking.



**MATT SAINT**  
COO

As the Activ Group's COO, Matt Saint draws on his extensive industry experience across start-ups to large corporate organisations, to manage people, process, and technology with a clear focus on delivering value to our customers. Across his 20-year IT career, he has concentrated on managing highly skilled project delivery teams that build large scale infrastructure for a wide range of customers. This unique background has allowed Matt to understand how to adapt technology to deliver real-world outcomes for many different applications. Coupled with a real passion for technology, he is highly motivated to ensure solutions delight the customer and provide tangible benefits to their end-users. He is the champion of change in our organisation and drives the continual improvement process to ensure our organisation always exceeds our customer expectations.



**DARREN  
JOHANNESSEN**  
Entrepreneur &  
Head of Market  
Engagement,  
Innovation and  
Product Strategy

Darren Johannesen is a serial entrepreneur, and our Head of Strategy, Market Engagement and Innovation. Darren's core focus is on the engagement with customers, partners and channels, in the design of programs and solutions that deliver the commercial and strategic outcomes for our clients and stakeholders coupled with the desired social and environmental impact that captures the consumers mind and actions.

He is a passionate environmentalist and entrepreneur who sees no disconnect between commercial outcomes and environmental goals. He believes that both can co-exist with innovative thinking and a "can do" approach to creating sustainability solutions. Darren believes that businesses can find competitive advantage through the pursuit of environmental goals – either alone as a forerunner or collectively as an industry.



**JOEL NEWLAND**  
Customer Solutions

Joel Newland is Head of Customer Solutions whose remit spans across the design, implementation and operational requirements of our supply chain and sustainability services and solutions. Joel's expertise, knowledge and deep experience in logistics, product stewardship, waste management, product lifecycle management, end to end operations and digital delivery, has been acquired over 15 years at The Activ Group. Joel leads the customer account management relationship and is the connection between the customer (brands, retailers, councils, corporates, and partners) and various stakeholders and the approved vendor network and services in the market.

Joel has significant experience covering high level solution design down to the detailed aspects of the technical and operational delivery of all our projects in logistics and end of life waste and resource recovery. Major projects have included the rollout of the National Television and Computer Recycling scheme (NTCRS) under the product Stewardship Regulations with services across 95% of the population, 175 national public events, e-commerce warehouse operations launch, commercial and industrial recovery projects through retail and commercial channels, and supply chain vendor procurement that underpins all programs.

Joel is a passionate and highly experienced advocate of cradle-to-cradle thinking, closed-loop approaches embedded within the customer's supply chain and the activation of circular economy solutions at end of life.



**GUY DE SARAM**  
IT MANAGER

For over a decade, Guy De Saram has managed onshore and offshore teams to deliver various projects using a wide range of technologies and enterprise platforms. With a financial analyst and project management background, Guy brings enterprise-level discipline to delivering large-scale infrastructure projects.

In his capacity as The Activ Group IT Manager, Guy De Saram, manages the broader development team that control our digital and online services' design, development, and operation. Using his extensive knowledge of software lifecycle best practices, he controls the planning and implementation of all IT projects and infrastructure used to deliver our services portfolio.

Guy is supported by our CIO and the broader development team of approximately 12 team members including project lead, technical architect, analysts, UX designers and developers.



**ALLAN BERRY**  
Business Analysis  
Technical Lead

Joining the Group in 2009, Allan has gained significant knowledge and experience across our program operations and delivery needs. Having launched our Indian offices and operations in 2010, Allan's skills extend across Project Management, Vendor Management, Service Delivery, technical implementation and ongoing business analysis. He has successfully managed programs and solutions from inception through to maturity for customers and end-users.

Allan is a key member of the team in the growth of the circular economy through the Ecoactiv Digital Platform and its application to our customer environments. Allan is an integral member of the front-end team service design and enablement, as well as day to day account management activity with and for the Service team.



**CAT NGUYEN**  
Marketing & Design  
Lead

Catherine brings a decade of marketing and digital product design to The Activ Group, supporting our channel partners, and members, growing our community of the Ecoactiv Digital Platform users and improving our online experience through fluid and data-driven designs.

Having both a marketing agency and management consulting background means Catherine has the unique ability to translate commercial targets into marketing strategies, and steer tactical activities to ensure they deliver results and are aligned to the bigger picture.



**Head Office**

G.03 313 Canterbury Road  
Canterbury  
VIC 3126 Australia

**Contact**

[generalenquires@activgroup.io](mailto:generalenquires@activgroup.io)  
1300 800 111 399