Flexible Packaging Association
Packaging EPR Policy

Connecticut Extended Producer Responsibility (EPR) Working Group
November 5, 2020
The Flexible Packaging Association

Focused on growing the flexible packaging industry

• **Connecting** - Provide Networking and Educational Opportunities
• **Advancing** - Advocate & Participate in Legislative and Regulatory Processes
• **Leading** - Develop Industry Data
• **Growing** – Promote to members, brand owners, consumers, and policy makers
Importance of Packaging

• Headwinds persist, but focus shifted in 2020 by COVID-19 response
• “Single-use” and packaging in general became more important
  • PPE
  • Take-out
  • E-commerce
• Pause and defeat of state and federal legislation on PPP gave industry the time to pivot to a proactive approach
• Packaging necessary, and circularity is key to preventing waste and pollution
Importance of Flexible Packaging – Sustainability Benefits

**Material and Resources Efficiency**
- 45% reduction in fossil fuels
- 53% reduction in GHGs
- 59% reduction in water usage

**Transportation Benefits**
- Shipped flat or on a roll
- 15-25 fewer trucks to ship the same amount of packaging!

**Less Waste in the First Place**
- Lightweight
- Less waste to begin with

**High Product to Package Ratio**
- 2x Improvement on product-to-package ratio
- More product per weight of package

**Product Protection**
- Reduced denting or breakage
- Less product spoilage

**Extended Shelf Life**
- Significant increase in shelf life for fresh produce, meats, etc.
- Reduced food waste
Product Stewardship Institute Dialogue

• Flexibles continue to be unique as they are environmentally preferable, but difficult to recycle
• Needed a platform to educate policy-makers, protect the industry, and discuss an on-ramp for flexibles circularity
• PSI able to bring all stakeholders together through one organization
  ➢ Core members are state and local environmental agencies in the U.S.
  ➢ Responsible for many product stewardship programs and laws across the U.S.
  ➢ Key partners include NGO’s, waste management firms, recyclers, etc.
  ➢ American Coatings Association/PaintCare EPR development w/PSI
Product Stewardship Institute Dialogue

• Goals for the dialogue:
  - Acknowledgment of the benefits of flexible packaging
  - Agreement on a problem statement regarding EOL for flexible packaging
  - Agreement on effective attributes of an EOL system for flexible packaging
  - Consensus on key concepts in any state or federal EPR legislation
• Reached consensus on key elements for flexibles
• Lens with which to determine support or opposition
Key Elements of EPR (for flexibles)

• Covered Materials
• Covered Entities
• Responsible Parties
• Funding Mechanism/Covered Costs
• Performance Metrics
• Design for the Environment
• Pre-emption/Bans
• Administrative Costs
Overall Packaging EPR Partnerships

**NATIONAL RECYCLING LEADERSHIP COUNCIL**

American Beverage Association  
AMERIPEN  
Can Manufacturers Institute  
Closed Loop Partners  
Consumer Brands Association  
Consumer Technology Association  
Distilled Spirits Council  
Flexible Packaging Association  
FMI, The Food Industry Association  
Glass Packaging Institute  
Household & Commercial Products Association  
International Franchise Association  
National Restaurant Association  
National Retail Federation  
The Recycling Partnership  
Wine Institute

Californians for Recycling and the Environment (CRE) represents product manufacturers whose goal is to bring together our members, Californians, and lawmakers to find an effective, environmentally responsible, consumer-focused solution to reduce the amount of waste that goes into our landfills and litters our environment.

TRP now houses the Materials Recovery for the Future (MRFF) project, of which FPA was a founding partner, that just released the pilot research report demonstrating the successful collection, separation and preparation for mechanical recycling of flexible packaging.

We represent the U.S. packaging value chain by providing public policy makers with fact-based, material neutral, scientific information.
Coordination and Action

• FPA playing a part in trying to coordinate the efforts of all these groups with a dual goal:
  • Finding a model industry bill that can be supported across the supply chain
  • Ensuring that any industry model works for flexibles

• Continue to discuss flexibles specific needs with state policy-makers in case we only have state offered bills
Alison Keane  
President & CEO  
akeane@flexpack.org  

www.flexpack.org  
www.perfectpackaging.org