



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



High Product to Package Ratio

- 2x Improvement on product-to-package ratio
- More product per weight of package



Transportation Benefits

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



Product Protection

- Reduced denting or breakage
- Less product spoilage



Less Waste in the First Place

- Lightweight
- Less waste to begin with



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

CONFIDENTIAL DRAFT FOR PSI/FPA DIALOGUE

Shared Elements of EPR For Flexible Packaging
Updated October 2, 2020

ELEMENT	NEGOTIATED AGREEMENT
<p>2. COVERED ENTITIES</p> <p>Manufacturers, converters, processors, and other entities in the flexible packaging supply chain that produce or process flexible packaging materials. This includes manufacturers of flexible packaging materials, converters of flexible packaging materials, processors of flexible packaging materials, and other entities in the flexible packaging supply chain.</p>	<p>The recycling program should, at minimum, contain or link to the same level of entities in the existing recycling program. The program should be designed to ensure that the recycling program will also build or expand beyond existing recycling programs to recover covered materials.</p> <p>If the existing local government recycling service contains residential materials that residential FFP is allowed to accept, the FFP program should be designed to ensure that the recycling program will also build or expand beyond existing recycling programs to recover covered materials.</p> <p>The program should be designed to ensure that the recycling program will also build or expand beyond existing recycling programs to recover covered materials.</p>
<p>1. COVERED MATERIALS/PRODUCTS/MARKET SECTOR</p> <p>Package is defined by its functions: containment and/or protection. Packaging includes consumer-facing (i.e., intended for the consumer market) primary, secondary, or tertiary packaging, as well as service packaging designed and intended to be filled at the point of sale (such as carry-out bags, bulk goods bags, take-out and home delivery food service packaging, and prescription bottles).</p> <p>Paper products include paper sold as a product and all printed materials other than literary, text, and reference bound books.</p> <p>Covered Materials include all packaging and paper products regardless of recyclability.</p> <p>Materials from the commercial and institutional sectors are not included in the program, although they could be phased in over time. In states where it is difficult to differentiate between residential and other sectors, the program may include one or both of those sectors (e.g., if residential and commercial recovery are currently managed together, the state might include both residential and commercial materials under covered materials). In this instance, covered entities (see #2) would need to be adjusted to align with covered materials.</p>	<p>The program should be designed to ensure that the recycling program will also build or expand beyond existing recycling programs to recover covered materials.</p> <p>The program should be designed to ensure that the recycling program will also build or expand beyond existing recycling programs to recover covered materials.</p> <p>The program should be designed to ensure that the recycling program will also build or expand beyond existing recycling programs to recover covered materials.</p>
<p>3. RESPONSIBLE PARTY/RESPONSIBLE ENTITY (PRODUCER)</p> <p>The responsible party is the manufacturer of the product.</p>	<p>The responsible party is the manufacturer of the product.</p> <p>The responsible party is the manufacturer of the product.</p> <p>The responsible party is the manufacturer of the product.</p>

Product Stewardship Institute, Inc.
One Beacon Street, Suite 1500
Boston, MA 02108. Tel. 617.236.4855
www.productstewardship.us @productsteward

Flexible Packaging Association
185 Admiral Cochrane Drive, Suite 105
Annapolis, MD 21401. Tel. 410.694.0800
www.flexpack.org @FlexPackOrg

PSI/FPA Dialogue: Elements of Packaging Paper Products (PP) EPR, 2nd Edition
CONFIDENTIAL DRAFT Update October 2, 2020

Page 2 of 7



Overall Packaging EPR Partnerships



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.

NATIONAL RECYCLING LEADERHIP 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



THE RECYCLING PARTNERSHIP

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.



MATERIALS RECOVERY FOR THE FUTURE



AMERIPEN®

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