

# 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



SAY NO TO PLASTIC



## 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-topackage 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

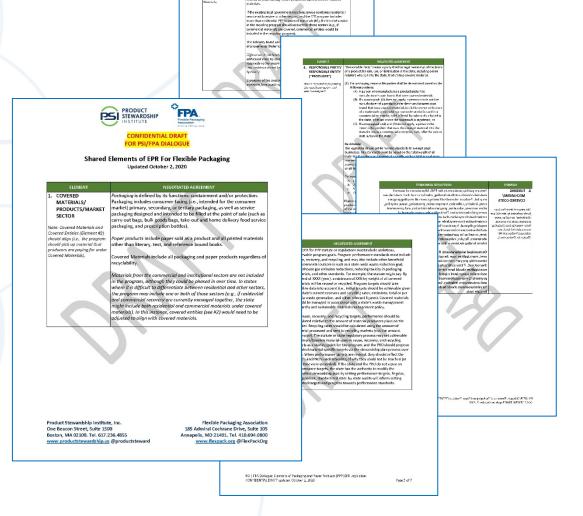






**\*** 

- 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



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, consumerfocused 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









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 policymakers in case we only have state offered bills







# Alison Keane President & CEO akeane@flexpack.org

www.flexpack.org www.perfectpackaging.org