

Supporting EPR for packaging to improve plastics recycling

CT EPR Panel

December 2022

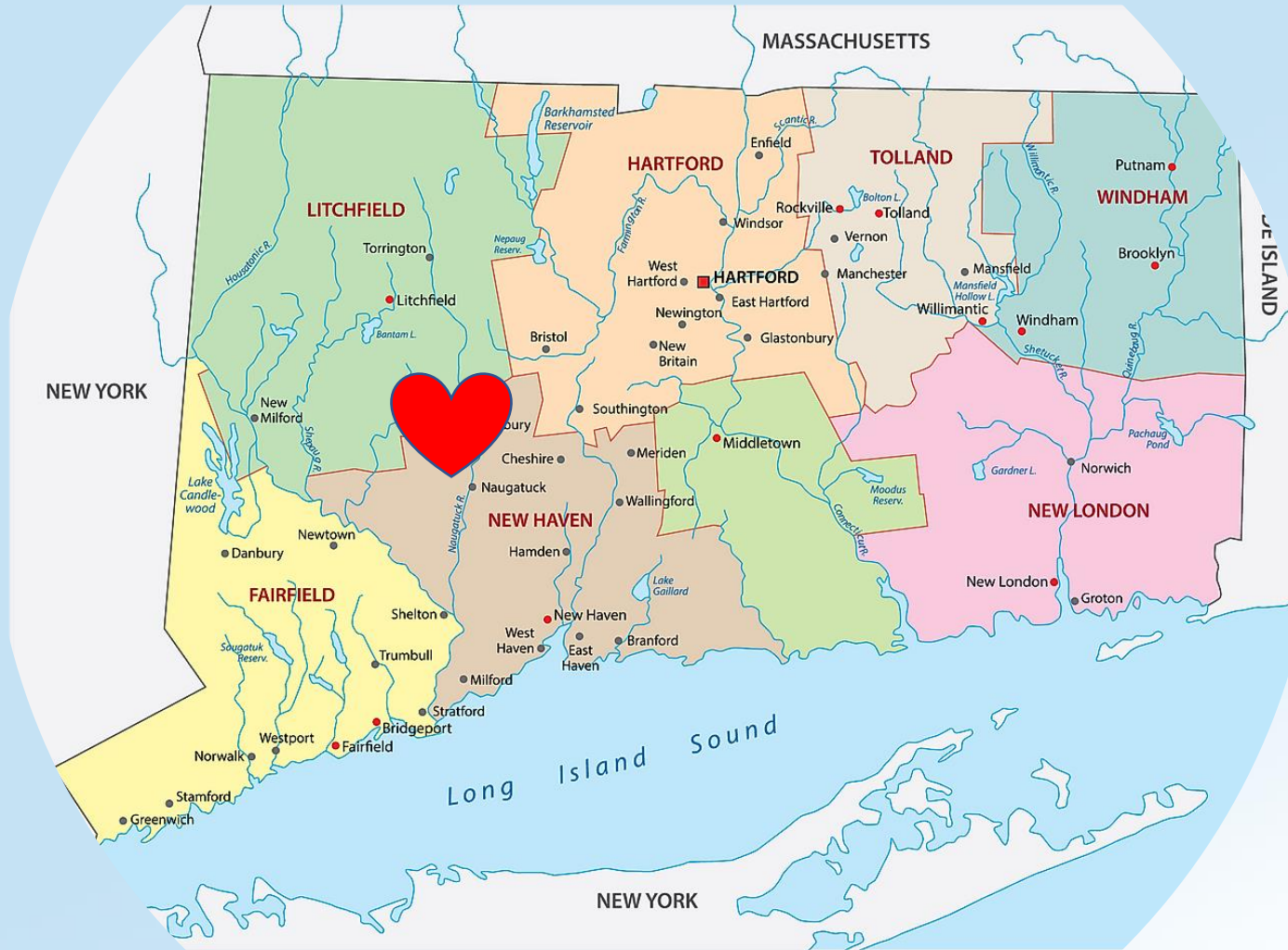
Kate Bailey

Chief Policy Officer



**The Association of
Plastic Recyclers**

My background



Support
RECYCLING for
ALL COLORADANS

PRODUCER RESPONSIBILITY POLICY

A graphic featuring the text "Support RECYCLING for ALL COLORADANS" and "PRODUCER RESPONSIBILITY POLICY" on a dark blue background. To the right is a large red circle containing a yellow recycling symbol (three chasing arrows forming a triangle).



The Association of
Plastic Recyclers

APR is the international trade organization for plastics recycling.

Our mission is simple: recycle more plastic.

**Together, APR members shape
the future of our industry.**

Our membership spans the entire
value chain:

- Reclaimers & Recyclers
- Brand Owners
- Retailers
- MRF & PRF Operators
- Converters
- Equipment Manufacturers
- Testing Laboratories
- Certifiers
- Label & Ink Manufacturers
- Film & Flexibles Manufacturers
- Resin Manufacturers
- Additives Manufacturers
- Researchers
- Technical Consultants
- And more!

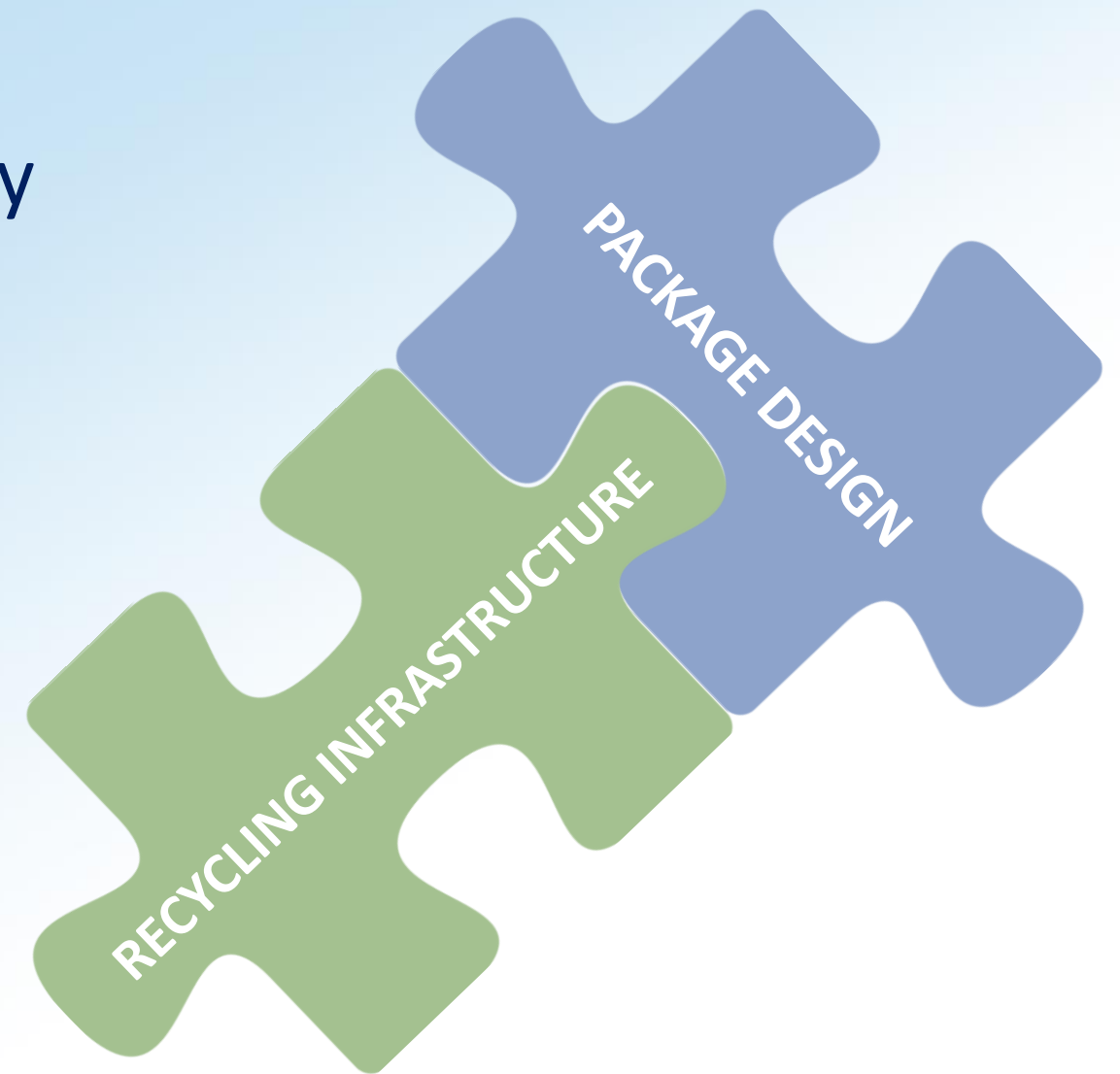
APR Member Sampling

[View all APR members](#)



WHAT DO WE DO?

- APR Design[®] Guide for Plastics Recyclability
- Test Methods for sorting plastics
- Training for packaging design
- Communication & advocacy
- Promote demand for recycled content



The Association of
Plastic Recyclers

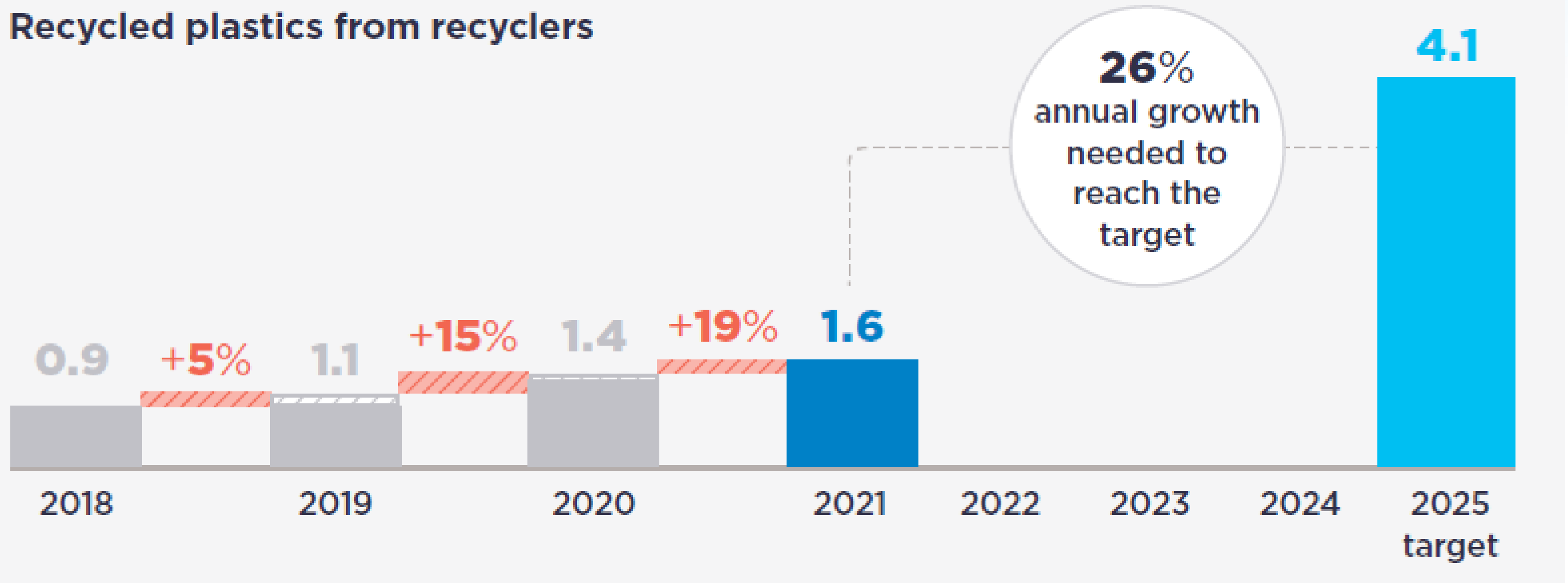
The background of the slide is a dense, repeating pattern of compressed plastic waste bales. Each bale is a rectangular block of crushed plastic, primarily in shades of blue, with some white and other colors visible. The bales are stacked in rows, creating a textured, grid-like appearance. The lighting is even, highlighting the irregular shapes and colors of the plastic fragments.

Why we support EPR

We need more PET, HDPE & PP for recycling

We need to nearly triple rPET supply to meet demand

Recycled plastics from recyclers





We need better design

- APR design guide is strong but voluntary
- Ecomodulation within EPR is financial incentive to drive design
- Move away from problematic, unnecessary plastics
 - Support US Plastics Pact list



The Association of
Plastic Recyclers



Support for US EPR

- Actively supported Colorado
- Engaged in WA EPR bill 2022 & 2023
- Oregon EPR rulemaking process
- US Plastics Pact
- Tracking, engaging in multiple states in 2023
- Also support bottle deposit laws



The Association of
Plastic Recyclers

Role of non-mechanical recycling technologies in EPR

1

Define recycling to exclude fuel and energy

- all EPR states to date

2

Require environmental standards

- Air and water protections, LCA analysis
- Oregon, Colorado

3

Use allowed for increasing recycled content

- Require production of food-grade plastics
 - Oregon, Colorado



The Association of
Plastic Recyclers

Engage material trade associations on EPR

- Foodservice Packaging Institute
- Biodegradable Products Institute & US Composting Council
- Can Manufacturing Institute
- Glass Packaging Institute
- Carton Council
- AF&PA





Through a Producer Responsibility policy for containers, packaging, and printed paper, Colorado can:

INCREASE RECYCLING, REDUCE UNNECESSARY PACKAGING, & STRENGTHEN SUPPLY CHAINS

eco-cycle[®]
Building Zero Waste Communities

www.recyclingforallcoloradans.org

STAKEHOLDER PROCESS TO DEVELOP EPR POLICY

Built upon
2021 state
agency
study on
EPR best
practices



Lead by
Recycle
Colorado
policy
committee



40+
stakeholders
drafted EPR
framework
for Colorado



70+
meetings
with
stakeholders
to pass final
bill



CO EPR KEY POLICY ELEMENTS

Structure

- 100% producer funded and managed; one PRO to start

Scope:

- Consumer-facing packaging, printed paper, foodware

Scope of services:

- Free recycling for all residents
- Expands to small businesses, schools, parks after 3 years

Recycling targets

- PRO conducts needs assessment for baseline data
- PRO proposes 3 recycling goals, state chooses goal

BROAD COALITION OF SUPPORT FOR EPR

National companies

- American Beverage Assn
- Amcor
- Coca-Cola
- Danone
- L'Oreal USA
- Mars
- Nestle
- Pepsico
- SC Johnson
- Unilever
- Walmart

Colorado businesses

- Ball Corp.
- New Belgium
- Good Business Colorado
- Colorado Bev. Assn.

Local governments

- CML
- CC4CA
- CCAT
- 65 elected officials
- Rural counties: San Miguel, Ouray, Saguache
- Cities: Aurora, Fort Collins, Westminster, Denver

eNGOs

- Sierra Club
- Conservation Colorado
- Environment Colorado
- Green Latinos
- CoPIRG
- 350.org

Recycling industry

- Recycle Colorado
- Eco-Cycle
- Direct Polymers
- Momentum Recycling
- AMP Robotics
- GreenSheen
- Assn. of Plastics Recyclers

Industry engagement



SUPPORT
LETTERS



LOBBYING



RECYCLE
COLORADO
MEMBERS



1:1
MEETINGS



BILL
TESTIMONY



MEDIA

THE DENVER POST

Opinion: Yes, producers should shoulder some of the cost of recycling

The Extended Producer Responsibility bill will shift some of the cost of recycling to producers putting products into the market



www.denverpost.com/2022/04/21/colorado-recycling-bill-ball-new-belgium-brewing-responsibility/

Committee testimony strategy

National EPR expert panel

- TRP
- PSI
- ABA
- APR

Business support

- Good Business CO
- Colorado Beverage
- AMP Robotics

Local government support

- 65 elected officials
- Municipal orgs
- Staff and citizens

NGO support

- CoPIRG
- Sierra Club
- Green Latinos



CGF support letter for final bill

Normalizing EPR happens every day

EPR for packaging in 40 countries and provinces



2000 – 3000 companies operating in Canada under EPR



Same companies selling into US markets



No noticeable impact on consumer prices in EPR regions

Here to help and thank you for all
you are doing!

Kate Bailey, Chief Policy Officer, APR

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**The Association of
Plastic Recyclers**