EPR for packaging + printed paper:
an overview

connecticut DEEP meeting

may 24, 2016

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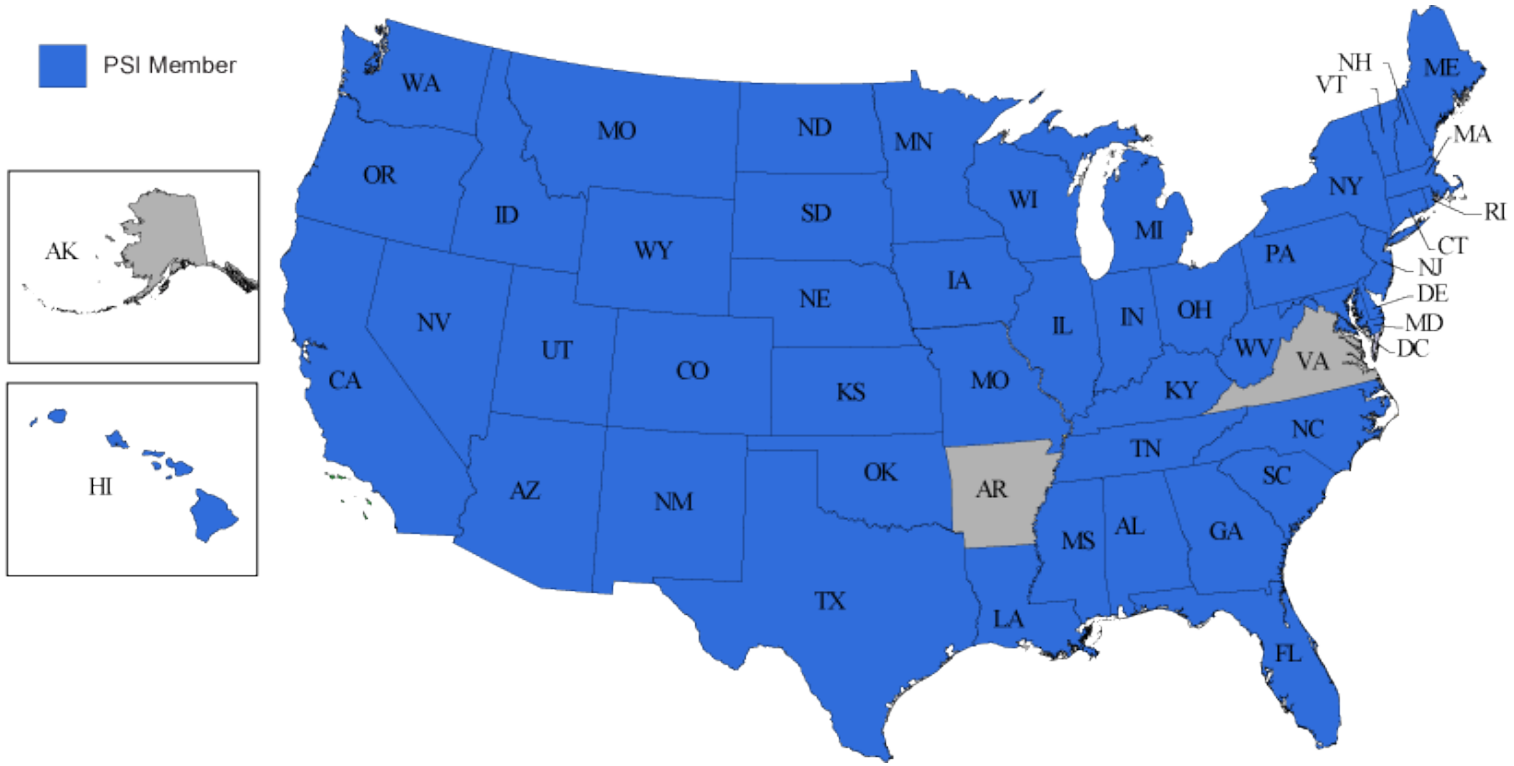
who is the **product stewardship institute?**



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some of our **partners** and **advisory council** members:

our goal

reduce the
health & **environmental impacts**
of products across their lifecycle

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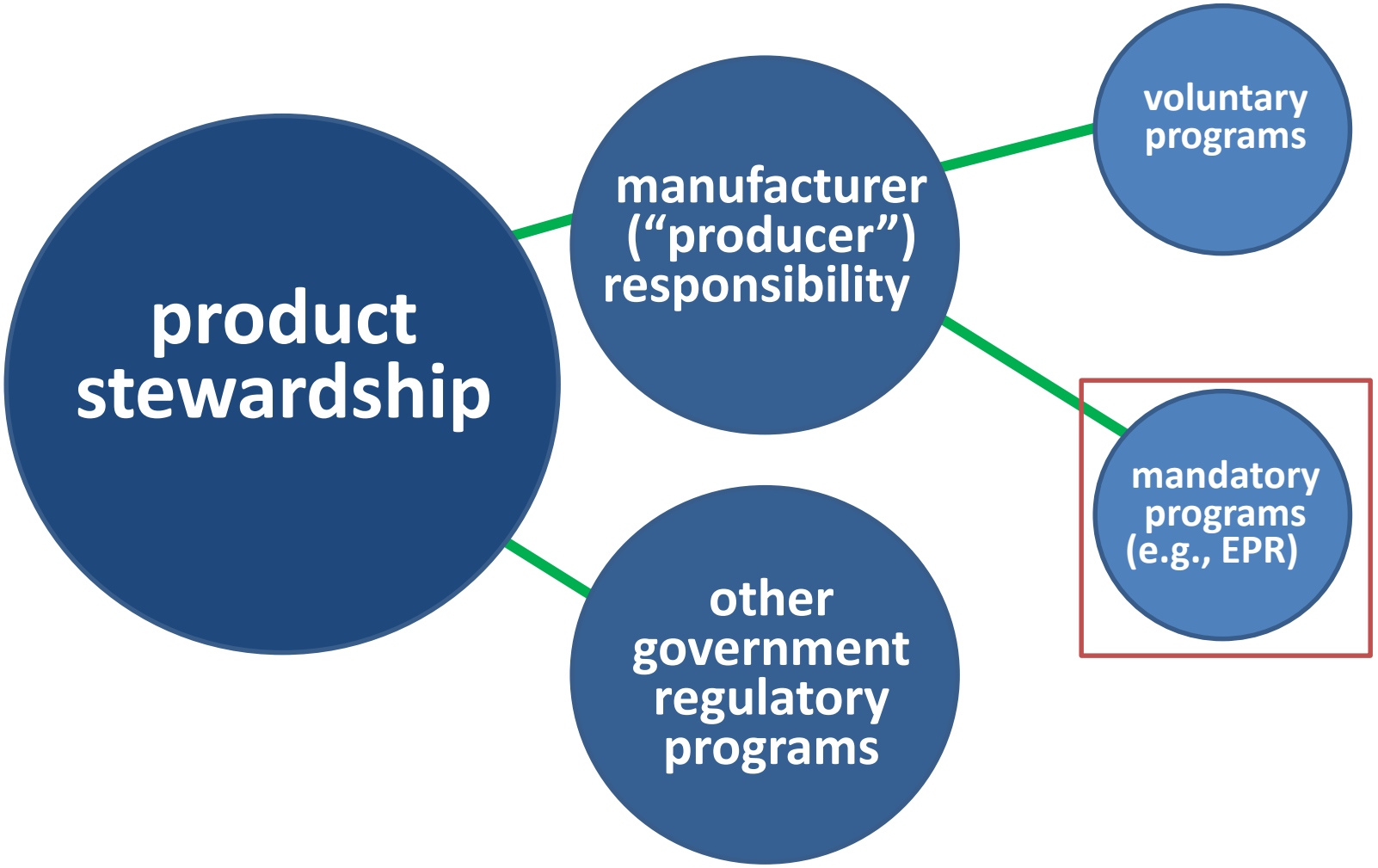
product stewardship vs. EPR



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voluntary + mandatory
programs in CT

voluntary

call2recycle®

mandatory

- electronics (2007)
- paint (2011)
- thermostats (2012)
- mattresses (2013)

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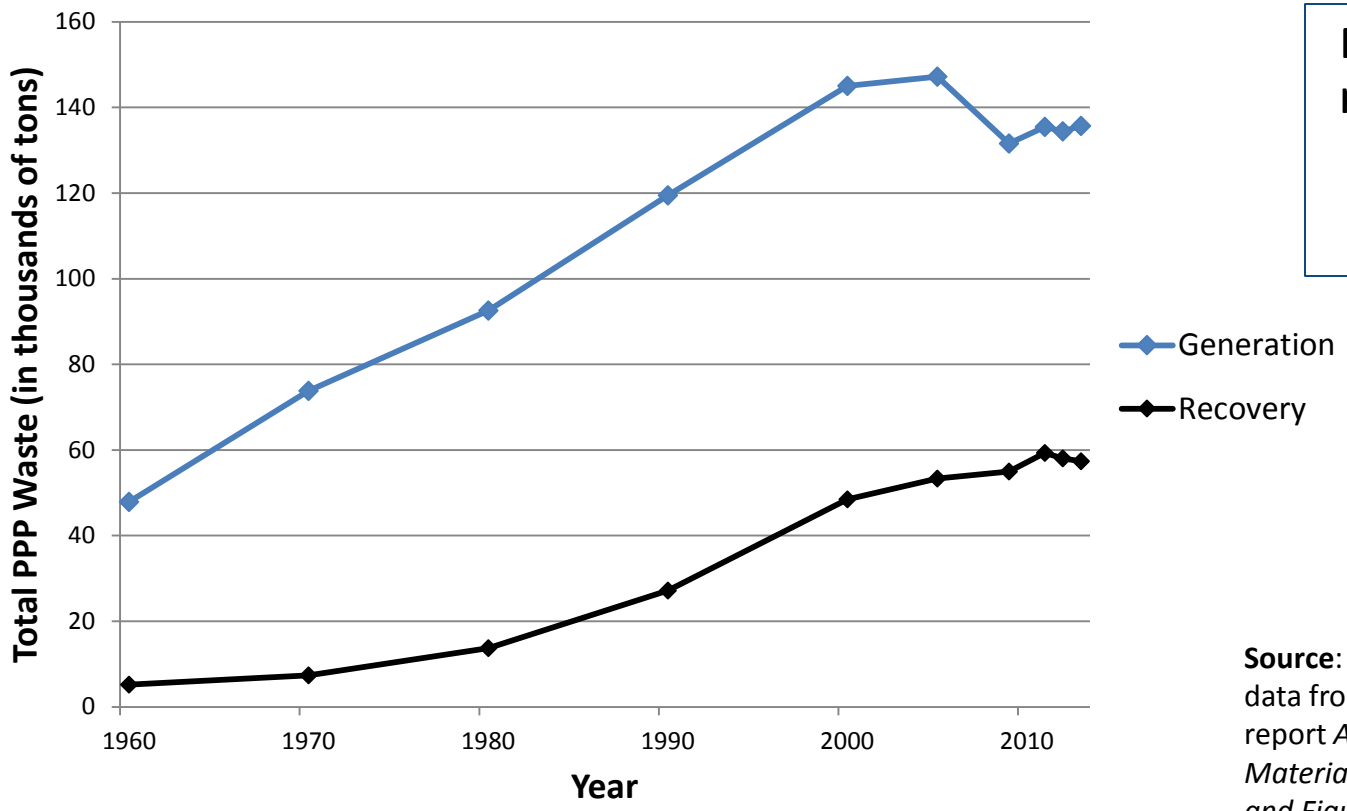
U.S. EPA data: 1960 – 2013
PPP generation + recycling



PPP includes:
paper/cardboard
glass
metals
plastics

Source: PSI compilation of data from the 2013 EPA report *Advancing Sustainable Materials Management: Facts and Figures 2013,* released June 2015.

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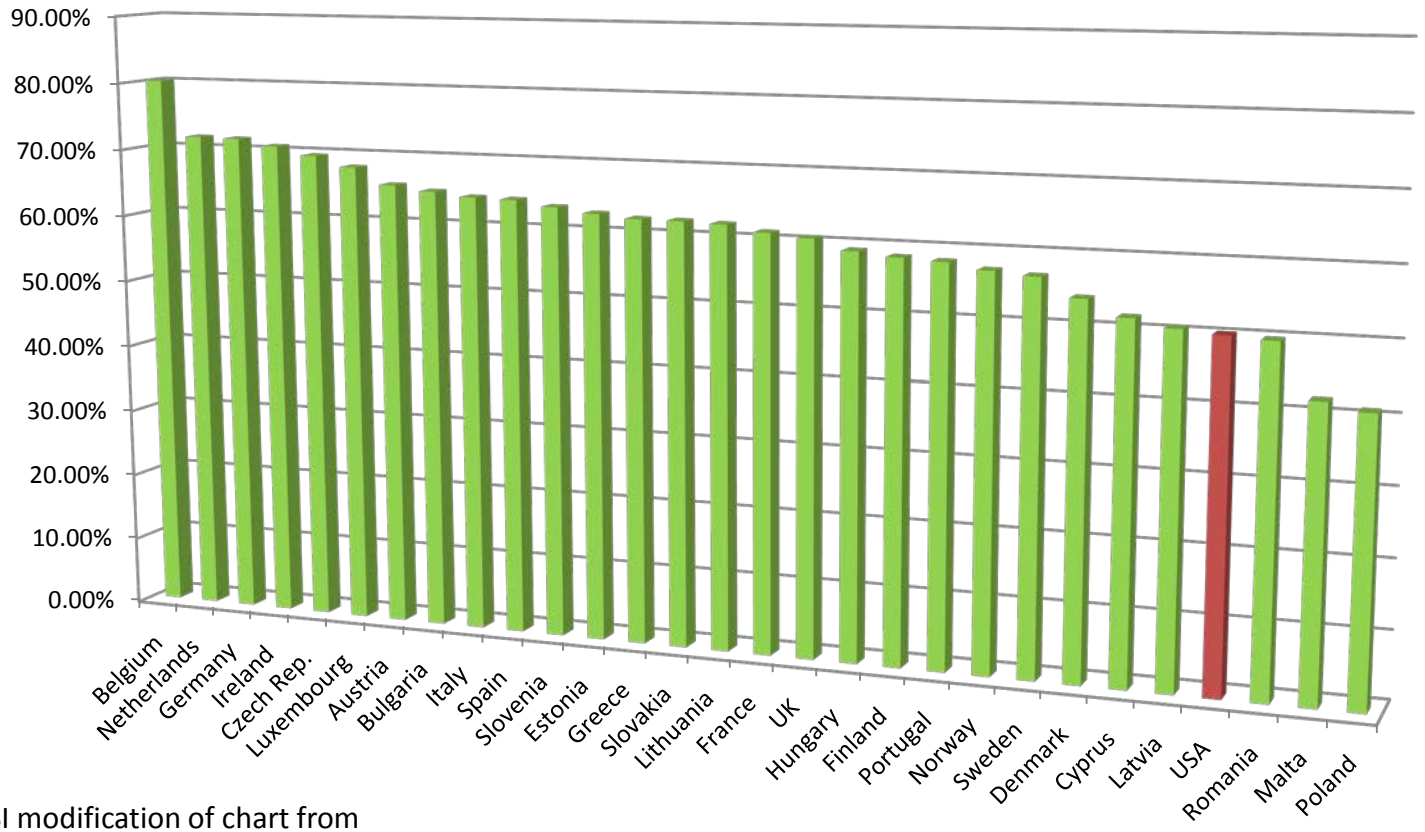
packaging* recycling
europe vs. USA 2011



Source: PSI modification of chart from the Extended Producer Responsibility Alliance (EXPRA)

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***Data does not include printed paper**

CT barriers to material recovery
state + local

current system is…

- **too narrowly focused** on single-family homes
  - insufficient collection from multi-family residences
  - insufficient collection from commercial/institutional sources
  - insufficient “away from home” collection

- **inefficient, fragmented** infrastructure
  - patchwork of municipal/private collection

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CT barriers to material recovery
state + local

current system is…

- **inconsistent**
- **lacks participation** from CT citizens
  - public outreach efforts vary greatly
- **dependent** on local tax base + willingness to spend tax $$
  - recycling vs. police officers? vs. teachers?
- **challenged** by annual budget cycles
  - difficult to plan/invest long-term
  - may not be able to respond to changing commodity prices
- **system is reactive** to material changes by brand owners

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the opportunity:

significantly increase material recovery

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strategic options

full EPR

GAME CHANGERS

shared responsibility

reward

regulatory efforts

OPTIMIZATION

voluntary initiatives

risk

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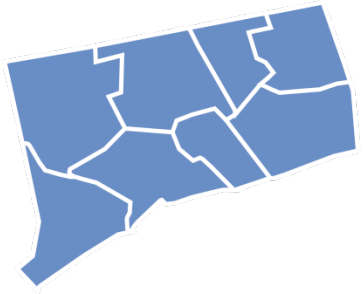
EPR for PPP
in CT



- **legislative oversight**
  - **define scope** of packaging and printed materials
  - require producer **financed + managed** system
  - performance **targets by material**

- **CT DEEP oversight**
  - **plan submitted** to agency for approval
  - create **level playing field, reduced** government role
  - **funded by administrative fees from PROs**

- **funding designated to PROs,** not general fund

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PPP scope

- **no universal definition**
- CT can **customize scope** in the law
- in most cases **residential MSW** only
- example - british columbia PPP definition
  - all packaging **generated by a residential consumer**
  - *printed paper* includes all paper used for communication (incl. phonebooks)

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EPR for **PPP** benefits

- opportunity for **increased recovery**
- **cost savings** for government **– 50% to 100%**
- **eliminates** municipal patchwork
- can **improve** material quality
- **not subject to uncertainty** of municipal budgets
- creates **incentive** for waste reduction

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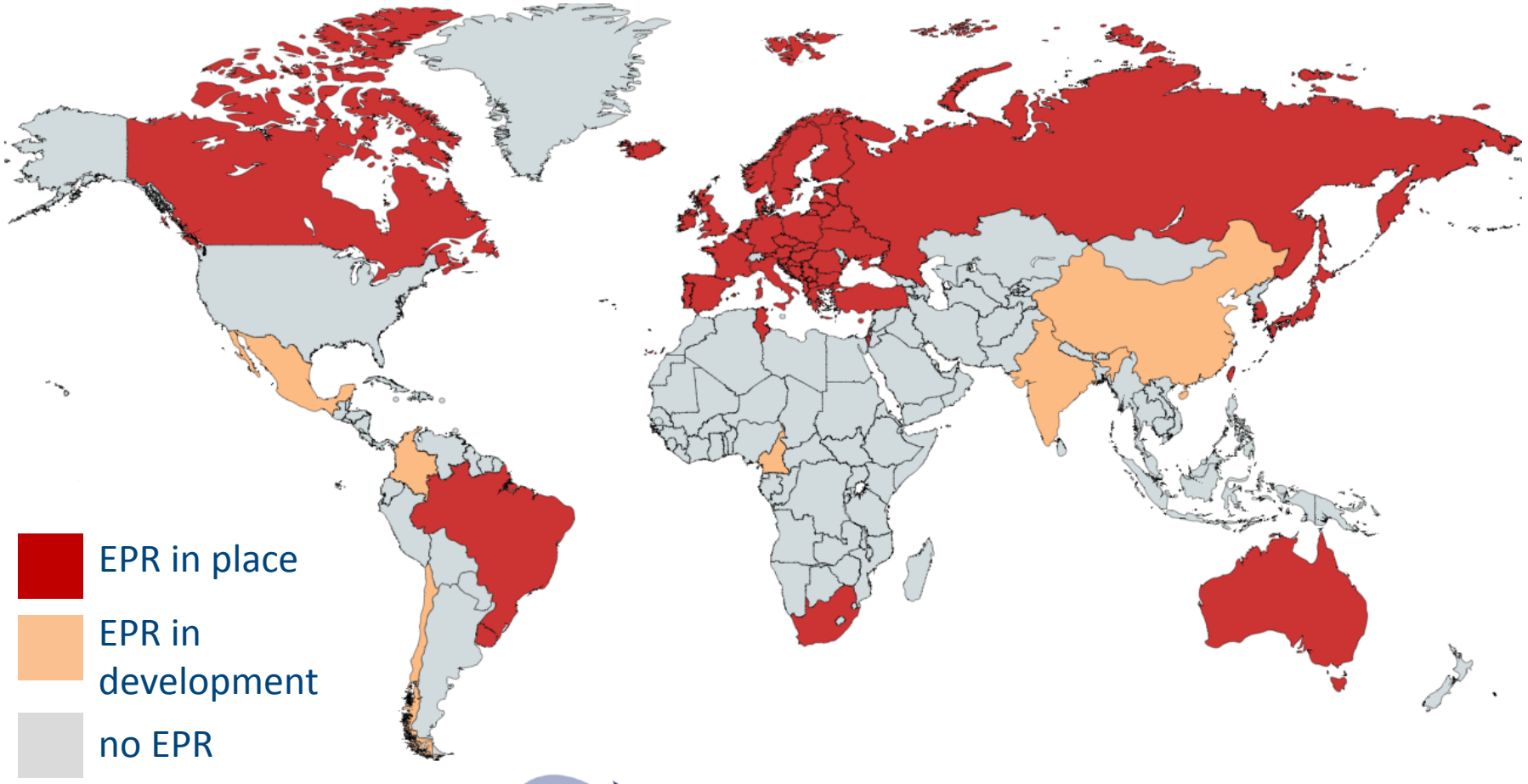
packaging EPR in 2015



Source: EPI, 2015

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u.s. stakeholder **perspectives**

all want a **cost-effective system** that results in an **increased** supply of **high quality** materials

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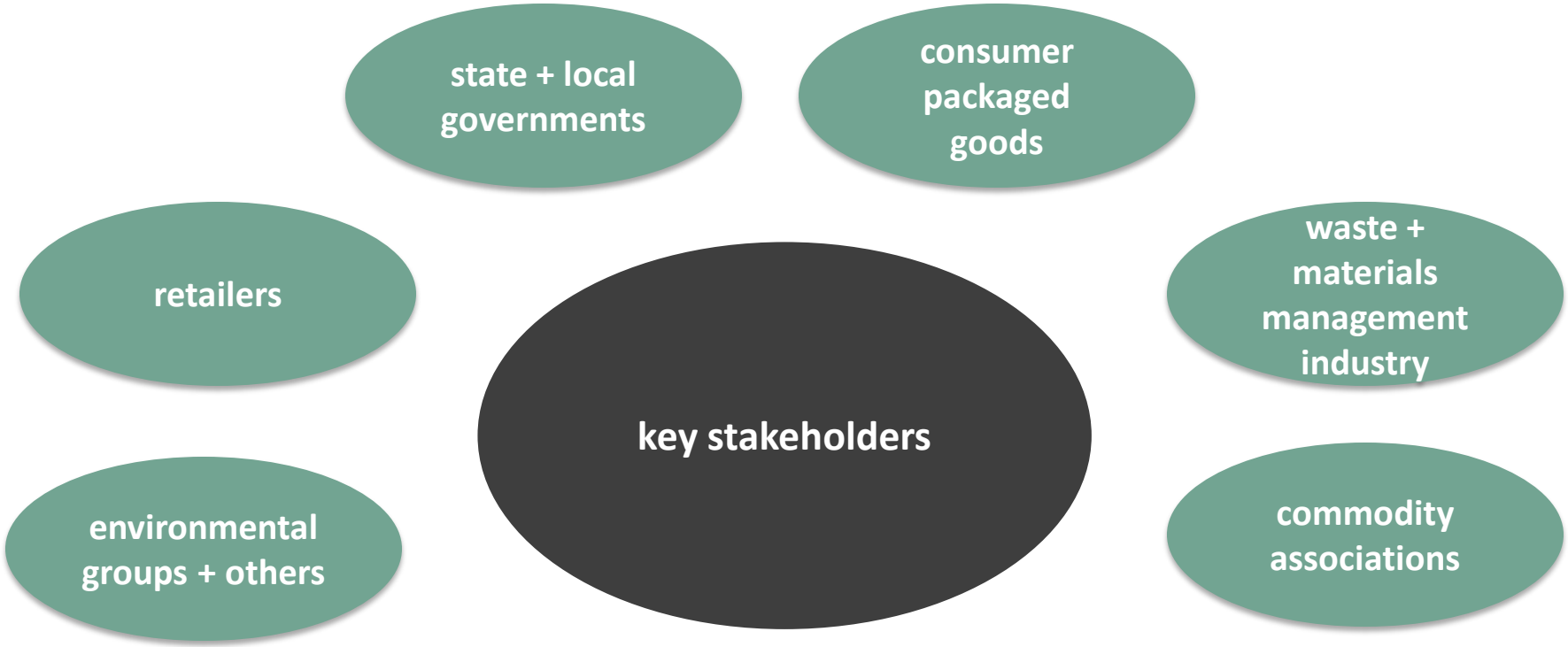
many stakeholders
are needed to design + implement
successful EPR system



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stakeholder **considerations**

- concerns over maintaining/improving **service levels** in relation to current system
- transitioning to EPR – **local collection + recycling** infrastructure
- who **owns** the material?
- how to address **stranded public assets?**

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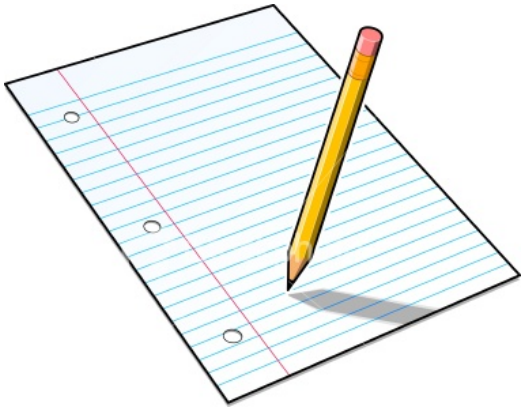
packaging design policies
in EPR systems



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packaging design/EPR

PET example

in france, belgium, and ontario, the PRO charges less for clear/blue PET than for colored PET.

jurisdiction	**clear/blue PET fee (USD)**	**colored PET fee (USD)**
france	$0.0082	$0.009 (plus unit fee)
belgium	$0.0038 	$0.009 
ontario, canada	$0.0037	$0.009

Source: EPI, 2015

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packaging design/EPR
glass example

- **japan** obligated companies are charged three times more for colored glass compared to clear and amber glass
- **ontario** one PRO charges lower fees for clear glass compared to colored glass

jurisdiction	clear glass fee (USD)	colored glass fee (USD)
japan	$0.003	$0.01
ontario, canada	$0.007	$0.0121

Source: EPI, 2015

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disruptor materials & eco-design
incentives in france

- packaging that presents problems for recycling stream incur additional fees
  - glass packaging with ceramic or porcelain cap **+50% fee**
  - plastic PET bottles containing aluminum (labels, plugs, caps, inks), using PVC sleeves, or silicone **+50% fee**
  - packaging paper and cardboard reinforced with polyester **+50% fee**
  - non-recoverable packaging or packing with sorting instructions but no recycling stream (stoneware, PVC and PLA bottles) **+100% fee**

- packaging that is **eco-designed** receives discounts
  - 8% discount for the use of on-pack labeling
  - 8% discount for source reduction

Source: EPI, 2015

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examples of existing EPR programs
funding schemes

jurisdiction	producer funding	government funding
ontario	50%	50%
saskatchewan	75%	25%
manitoba	80%	20%
quebec	100%	0%
british columbia	100%	0%

Source: PSI Summary Report, 2014

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full vs. shared EPR

control and cost

(control = ownership of material + decision making power)

full = producers have control and pay all

shared = producers pay some, taxpayers pay some, control is divided

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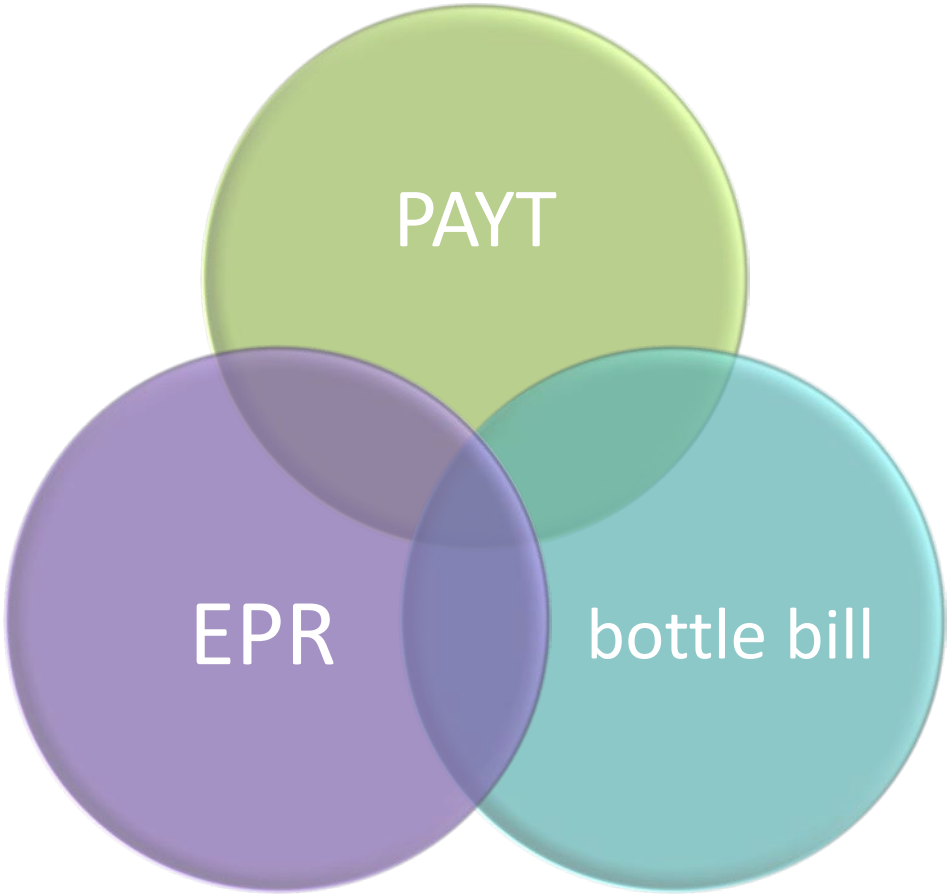
policies working together

PAYT + bottle bill + EPR



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policies working together
bottle bill + EPR

- container deposit systems implemented prior to EPR law generally remain intact
- areas where deposit systems and EPR work together
  - austria, belgium, germany, netherlands, british columbia, quebec

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policies working together
PAYT + EPR

- european countries with EPR + mandatory PAYT
  - belgium
  - france
  - germany
- PAYT incentivizes behavior to recycle, thereby increasing participating in the EPR program
  - residents are ultimately the ones who will help brand owners meet their recovery goals

Source: PSI Summary Report, 2014

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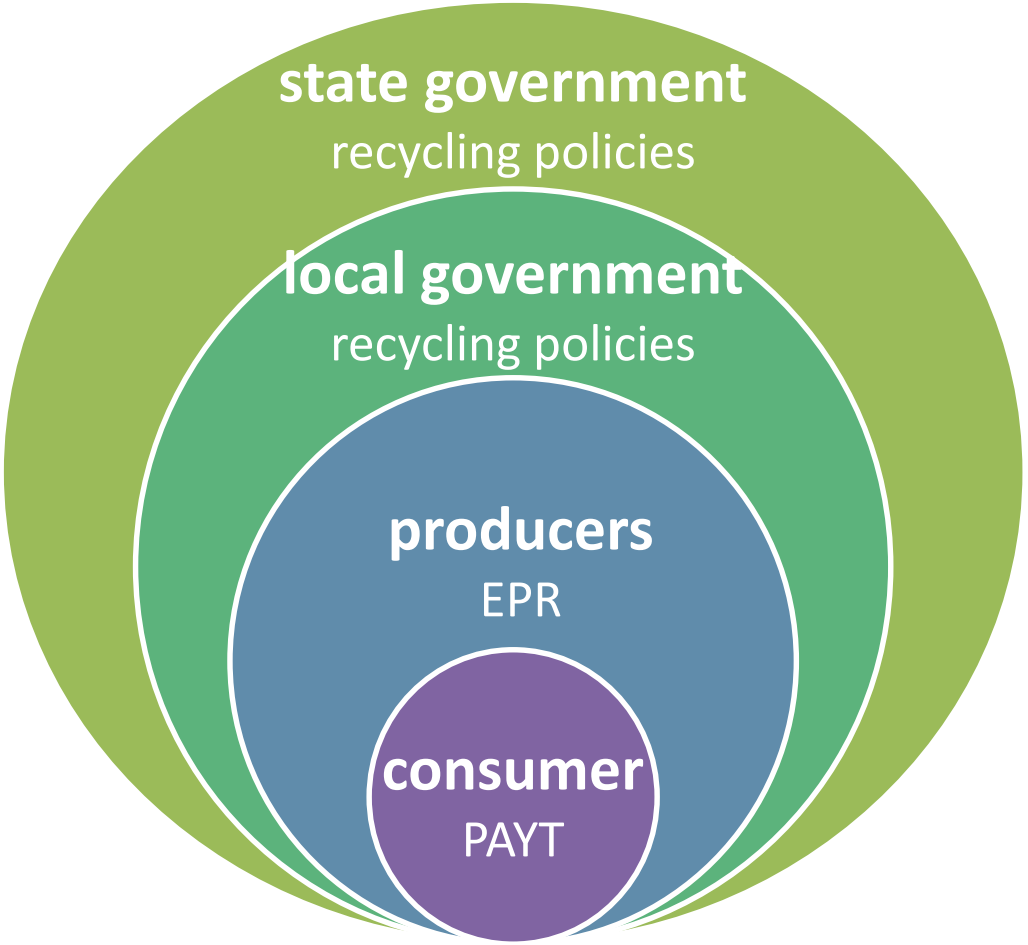
roles + responsibilities



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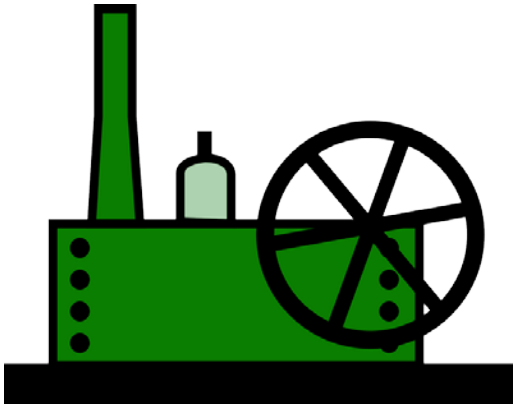
sustainability **today**



zero waste

cradle to cradle

producer responsibility

circular economy

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thank

you!

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