



What is EPR for PPP and what does it mean for you?

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Who is Signalfire Group?

SUPPORTING BUSINESS & GOVERNMENT MOVING TOWARD A CIRCULAR ECONOMY



Assist in Policy Development & Implementation



Assess Markets & Policies to Understand Impact



Develop Strategies to Align Goals & Compliance



Design/Assess Programs & Pilot Implementation

U.S. Policy Trends

SIGNIFICANT POLICY ACTIVITY TO STRENGTHEN RECYCLING IN US

Major movement toward extended producer responsibility for packaging and paper products

GROWTH IN STATE AND LOCAL SINGLE USE PLASTIC BANS (I.E., BAGS, EPS)

STATE FOCUS ON INFRASTRUCTURE DEVELOPMENT NEEDS

MI, CO and WA NextCycle

NY Center for Sustainable Materials Management

INCREASING FOCUS ON END MARKET DEVELOPMENT

Mandatory recycled content, especially for plastic

CONSUMER FACING LABELS

Remove chasing arrows from the RIC

Set standards for "recyclable" label



What is EPR and How Has it Been Applied in the U.S.

What is Extended Producer Responsibility?















Extended producer responsibility is a policy approach and practice in which producers take responsibility for management of the products and/or packaging they produce at the end of their useful life. Responsibility may be fiscal, physical, or a combination of the two.

WHO ARE THE PRODUCERS?

- Brand Owners/Restaurants (e.g., McDonalds, Dominos, etc.)



EPR is Widely Applied Across the U.S.

<p>BEVERAGE CONTAINERS</p> <p>CA, CT, HI, IA, ME, MA, MI, NY, OR, VT</p> 	<p>CARPET</p> <p>CA</p> 	<p>MERCURY SWITCHES</p> <p>AR, IA, IL, IN, MA, MD, ME, NC, NJ, RI, SC, UT, VA, VT</p> 	<p>CELL PHONES</p> <p>CA</p> 	<p>FLUORESCENT LIGHTING</p> <p>ME, VT, WA</p> 	<p>RECHARGEABLE BATTERIES</p> <p>CA, IA, MD, MN, NY, NJ, ME, VT*, WA, DC* (*includes alkaline)</p> 	<p>ELECTRONICS</p> <p>CA, CT, DC, HI, IL, IN, ME, MD, MI, MN, MO, NJ, NY, NC, OK, OR, PA, RI, SC, TX, UT, VT, VA, WA, WV, WI</p> 
<p>MERCURY THERMOSTATS</p> <p>CA, CT, IA, IL, MA, MD, ME, MN, MT, NH, NY, PA, RI, WA, VT</p> 	<p>PHARMA</p> <p>CA, WA, NY, OR, MA, ME, IL</p> 	<p>PAINT</p> <p>CA, CO, CT, DC, ME, MN, NY, OR, RI, VT, WA</p> 	<p>SOLAR PANELS</p> <p>WA, Niagara County, NY</p> 	<p>MEDICAL SHARPS</p> <p>CA</p> 	<p>PESTICIDE CONTAINERS</p> <p>CA</p> 	<p>MATTRESSES</p> <p>CA, CT, RI, OR</p> 

Why Choose EPR?



Increase
diversion and
recovery



Reduce
cost to
government



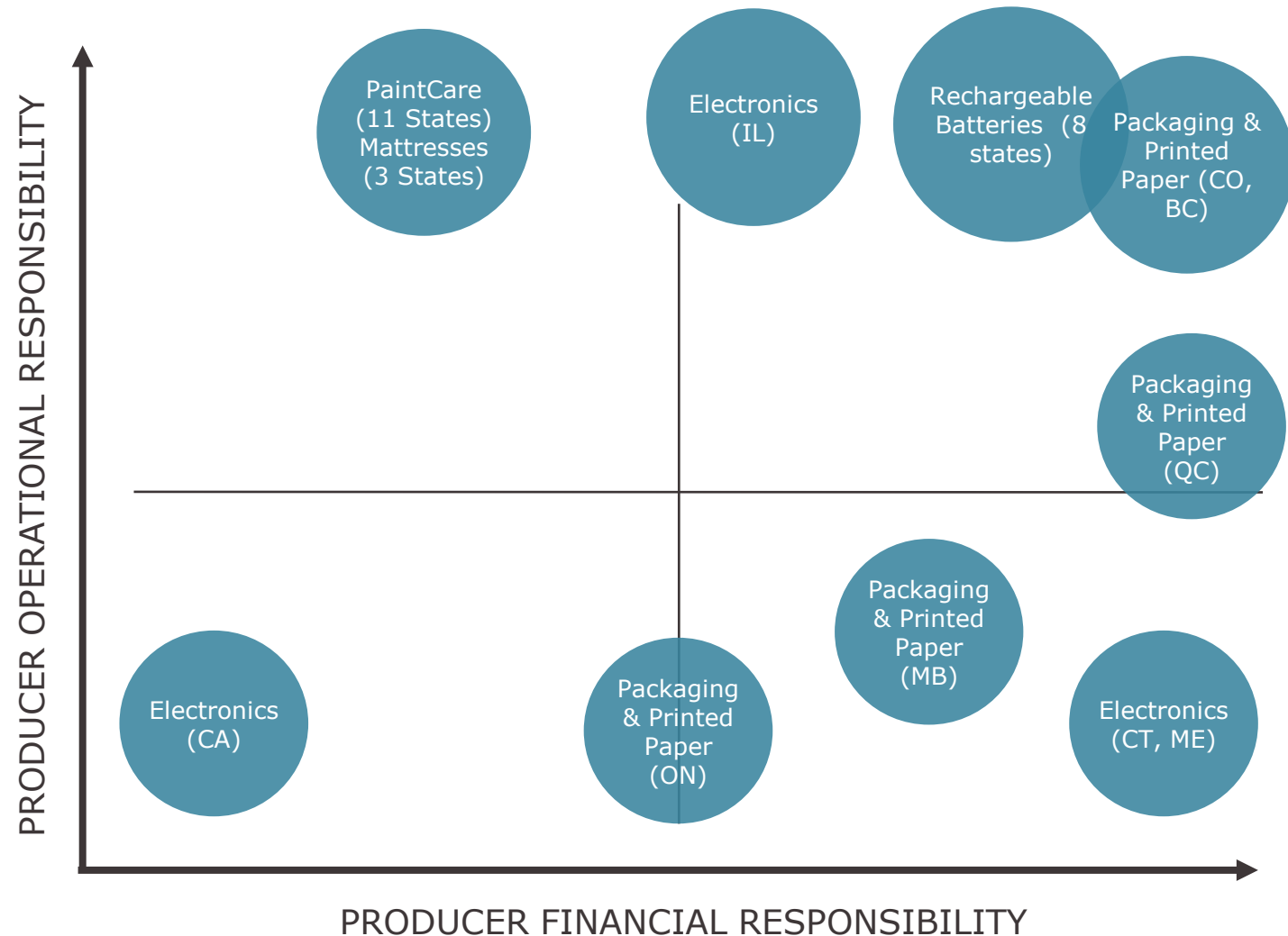
Incorporate the
cost of recycling/
end-of-life
management in
the cost of the
product



Improve the
design of
products to
reduce
environmental
impact

Spectrum of EPR Management Structures

The level of financial and operational responsibility varies depending on the structure of the program

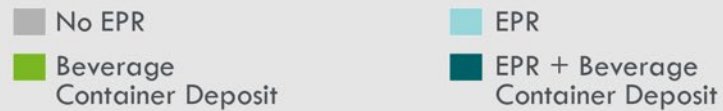
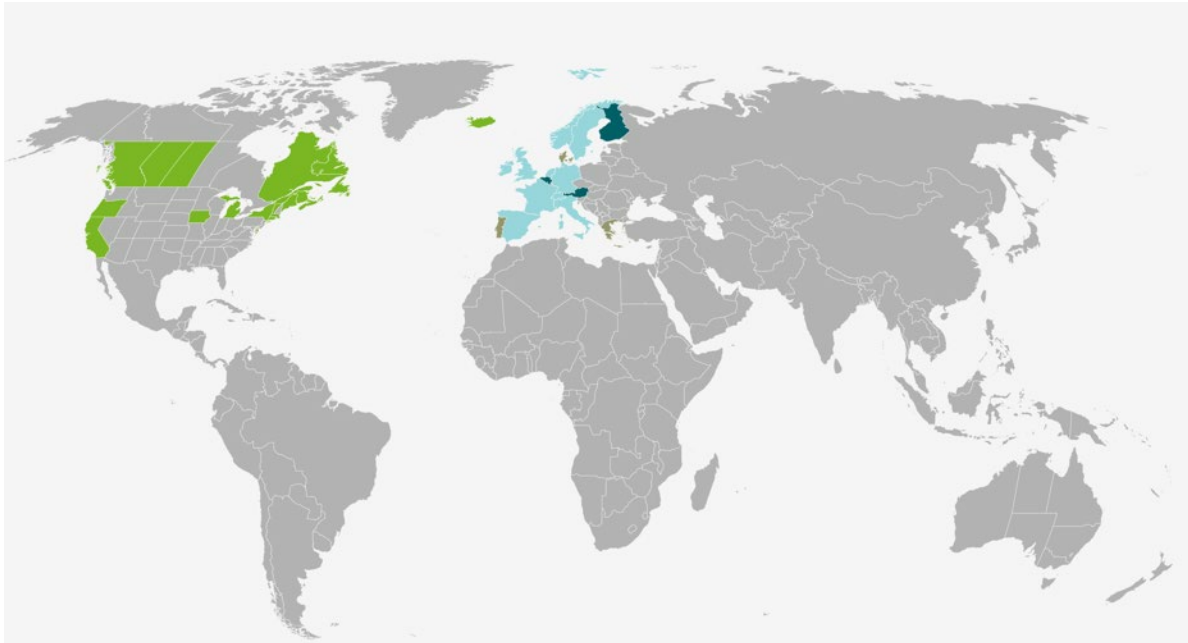




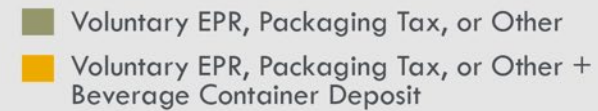
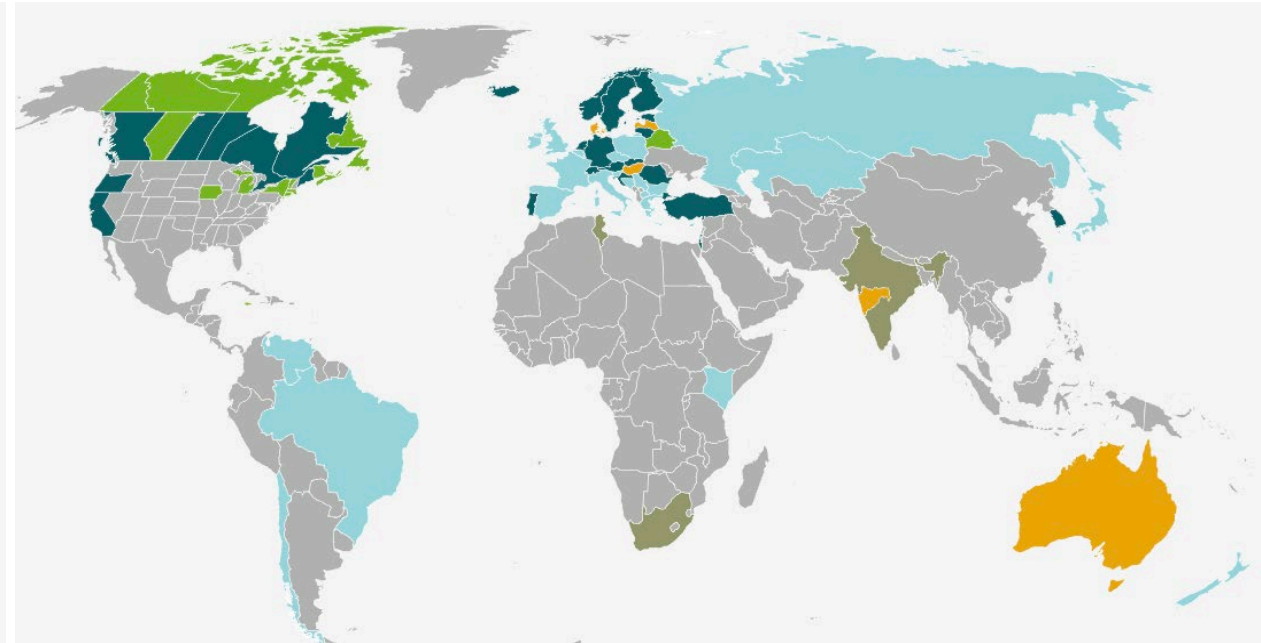
EPR for Packaging and Paper Products (PPP)

DRS & EPR for Packaging and Printed Paper

2000

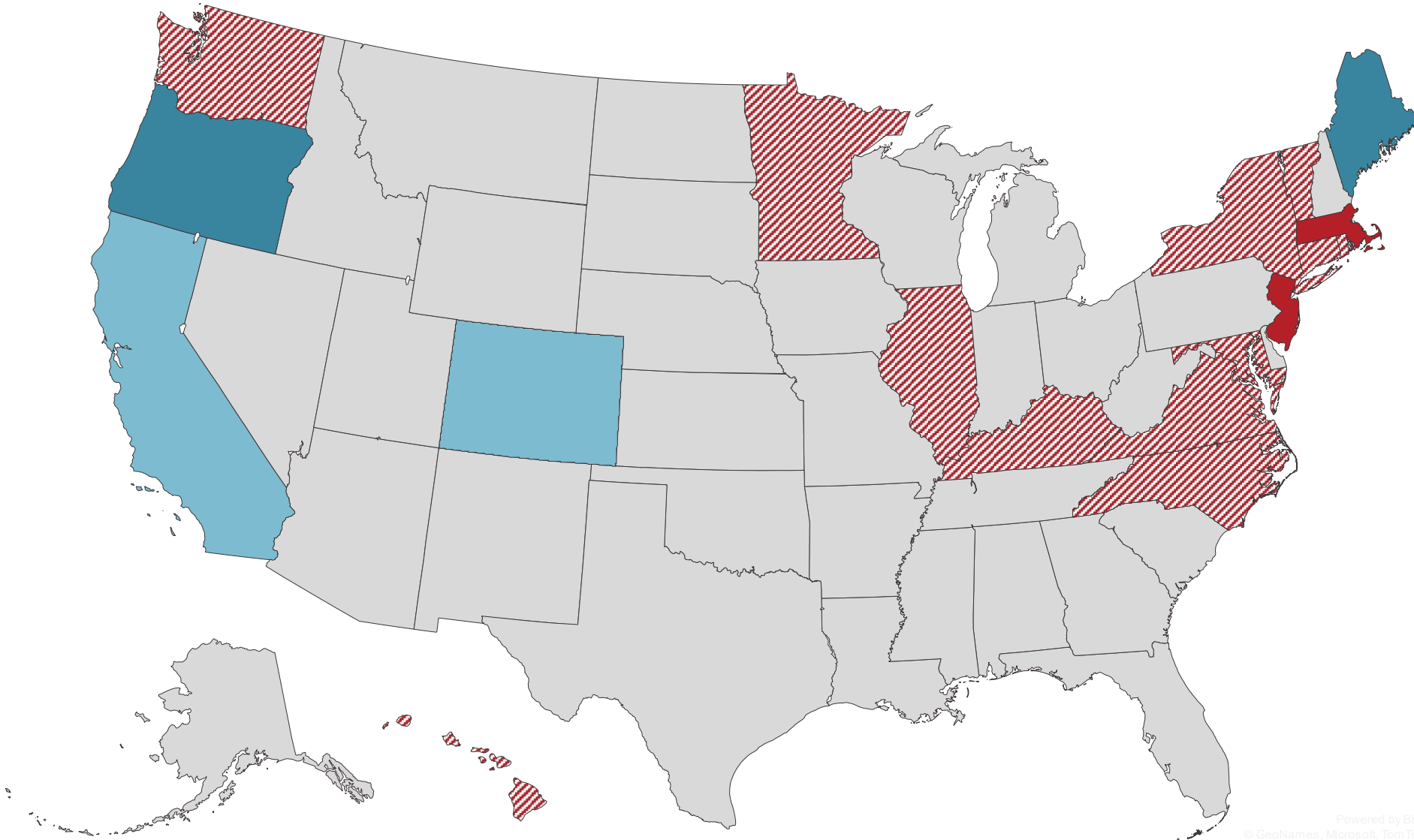


2022



EPR for PPP Landscape

As of 11.01.22



Enacted 2021

Enacted 2022

Introduced 2022
(in session)

Introduced 2022
(adjourned)

Drivers for PPP EPR

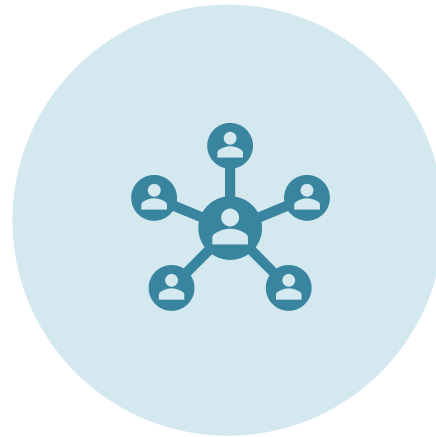
- Need for stable funding
- Market challenges / post National Sword disruption
- Focus on circular economy
- Stagnant recycling rates



Common Features of EPR for PPP Programs



Created by
legislation
establishing rules
and targets



Managed by one or more
Producer Responsibility
Organizations (PRO)



Guided by a
Program Plan

Legislative Structure

- Sets requirements for brand/retailer responsibility for residential recycling programs
 - Where must collection programs serve?
 - Who is required to collect packaging?
- Defines key terms and program parameters
 - Who is a producer? Importer?
 - What products are covered?
 - How must a producer responsibility organization be organized? Can there be more than one?
- Creates performance standards (e.g., recycling rates, service standards, etc.)
- Establishes oversight



What is a PRO?

- Authorized in legislation to represent brands/retailers
- Manages obligations set in legislation
- Develops and implements Program Plan
- Sets and collects fees



What is a Program Plan?

Blueprint for meeting goals and obligations, which could include

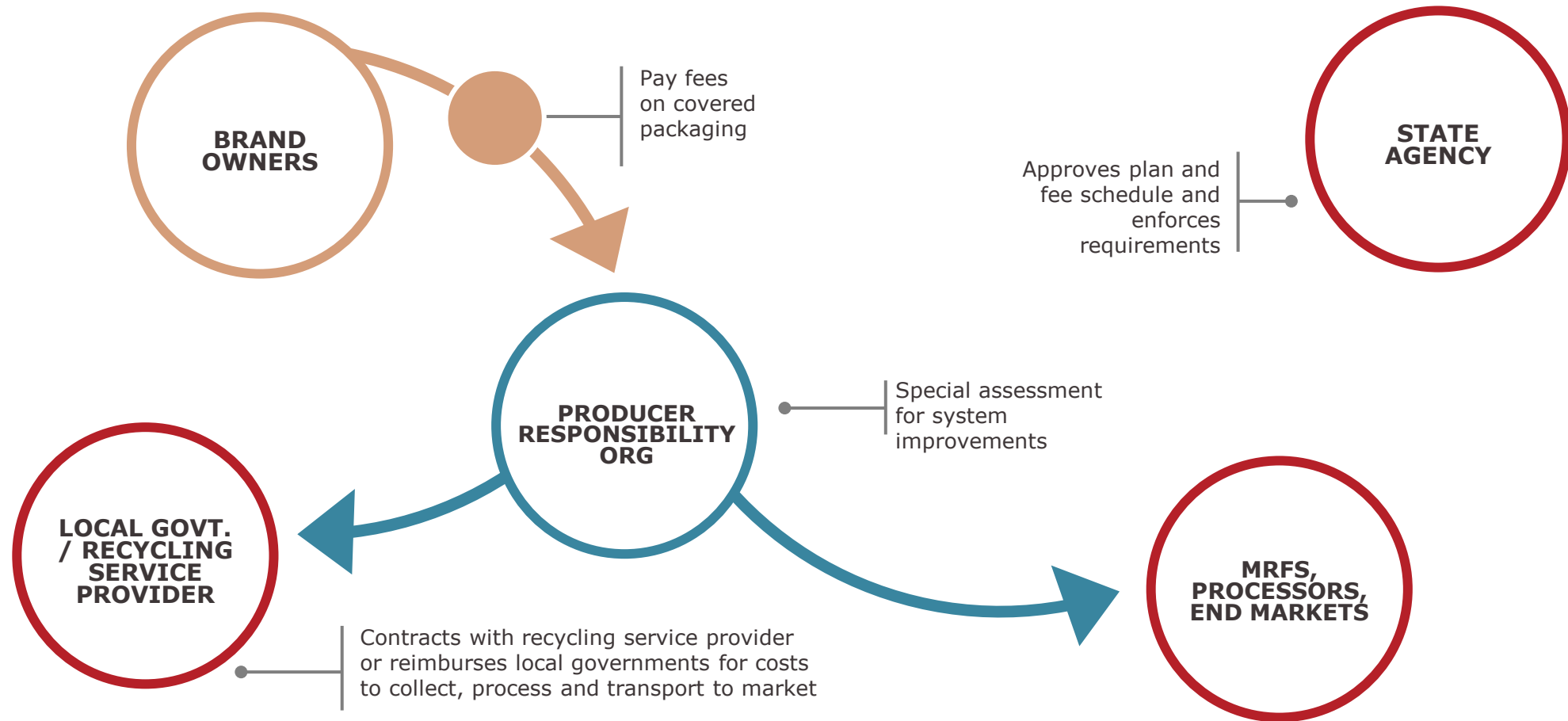
- Proposed list of recyclables
- Collection/processing arrangements
- Education and outreach
- End market development

Informed by the needs assessment

Must be approved by oversight entity (e.g., state agency)



Roles and Responsibilities in EPR for PPP Programs



EPR for PPP in the US: Key Elements

Key Element	Maine	Oregon	Colorado	California
EPR Model	State Managed	Broad modernization of recycling with certain elements PRO funded / managed	Conventional EPR / PRO managed	Partial EPR + plastic waste prevention and plastic pollution mitigation
Program Delivery	Municipal	Municipal	Municipal / Private	Municipal
Financial Structure	Municipal Reimbursement	Producer-funding for new programs and “gap filling”	Reimbursement for municipalities that opt-in; contracting for services in other areas	Producer-funding for new programs and “gap filling”
PRO	Contracted to the state	Multiple	Single PRO (multiple allowed in future)	Single PRO (multiple allowed in future)
Covered Materials	Packaging	Packaging and Paper Products, single-use food service ware	Packaging and Paper Products, single-use food service ware	Packaging and single-use plastics food service ware
FSP Considerations	N/A	Different “producer” identified for FSP (i.e, converter) Focused recycling rate target for plastic food services ware	Under certain circumstances producer could be FSP manufacturer Regulation applies equally to food service ware and packaging	Reduction targets apply to plastic food service ware Recycling rate targets for expanded polystyrene

Timeline for EPR for PPP Implementation





Stakeholder Perspectives:
What does EPR for PPP
mean for you?

Stakeholder Roles Today: uncoordinated, low performing



Creates demand for material but does not influence supply
Price increases if supply does not grow



May or may not have access to recycling
If recycling is provided, paid for through taxes or rates
Education on what / how to recycle inconsistent



Not consistently providing recycling service
Lack sustainable funding



Diversity of what and how well MRFs sort recyclables
Contamination and yield loss



Supply constrained
Financially volatile



May elect to provide or require recycling services

What does EPR mean for consumers?



It is as easy to recycle as it is to throw something away

Information on what / how to recycle is clear and consistent

There is no cost to recycle

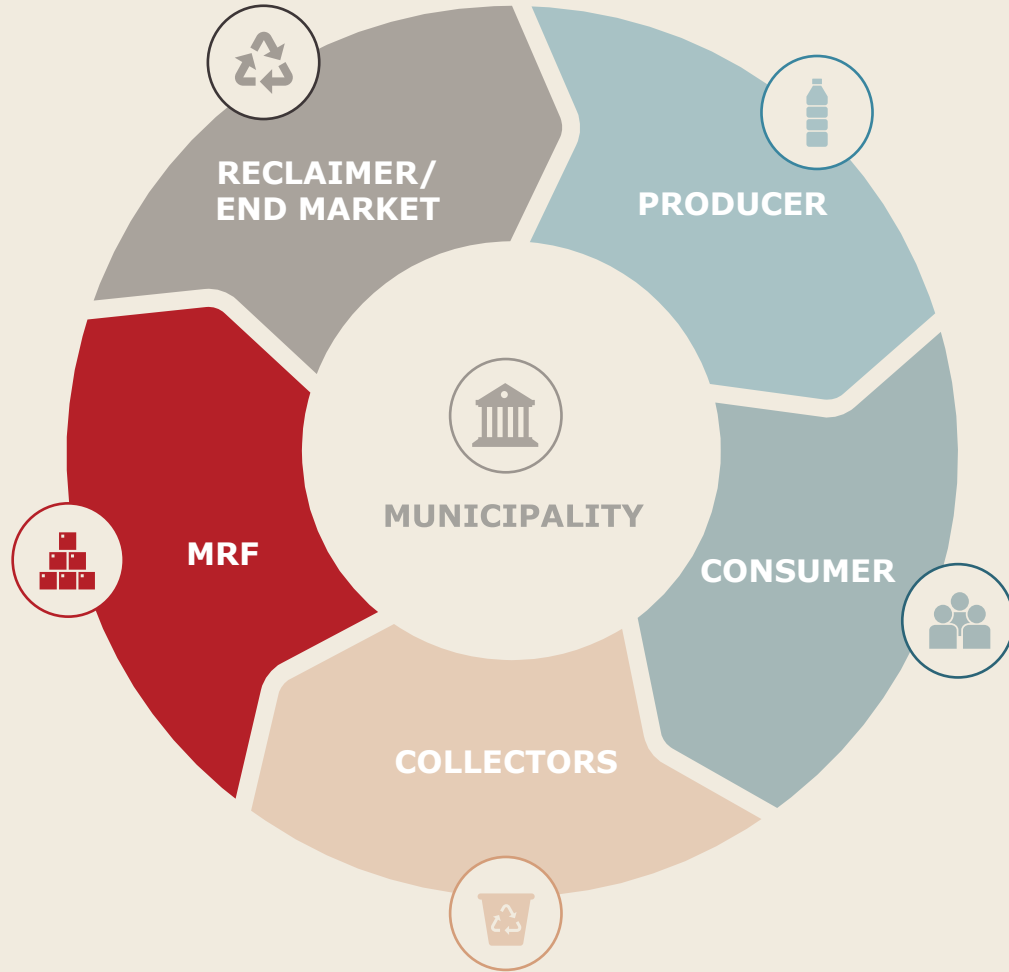
What does EPR mean for collectors?



Opportunity to expand provision of recycling services

May contract with PRO (instead of customer) or municipality

What does EPR mean for MRFs?



Consistent suite of materials collected statewide

More material to process

Better quality / less contamination

Resources for upgrades / investments

What does EPR mean for end markets?



More material to process

Better quality / less contamination

Resources for upgrades / investments

What does EPR mean for producers?



Pay fees on covered materials

Responsible for achieving program goals

Influence on whether their products are collected for recycling / ability to achieve "recyclability" goals

More material available to achieve recycled content goals / mandates

What does EPR mean for municipalities?



Typically can choose whether or not to provide recycling services / engage in the system

Better service for residents at no cost

Stakeholder Roles in an EPR system: more coordination, better results



Pay fees on covered materials

Responsible for achieving program goals

Influence on whether their products are collected for recycling / ability to achieve "recyclability" goals

More material available to achieve recycled content goals / mandates



Can choose whether or not to provide recycling services / engage in the system

Better service for residents at no cost



It is as easy to recycle as it is to throw something away

Information on what / how to recycle is clear and consistent

There is no cost to recycle



Opportunity to provide recycling services to all Coloradans

Contract with PRO (instead of customer or municipality)



Consistent suite of materials collected statewide

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Better quality / less contamination

Resources for upgrades / investments



More material to process

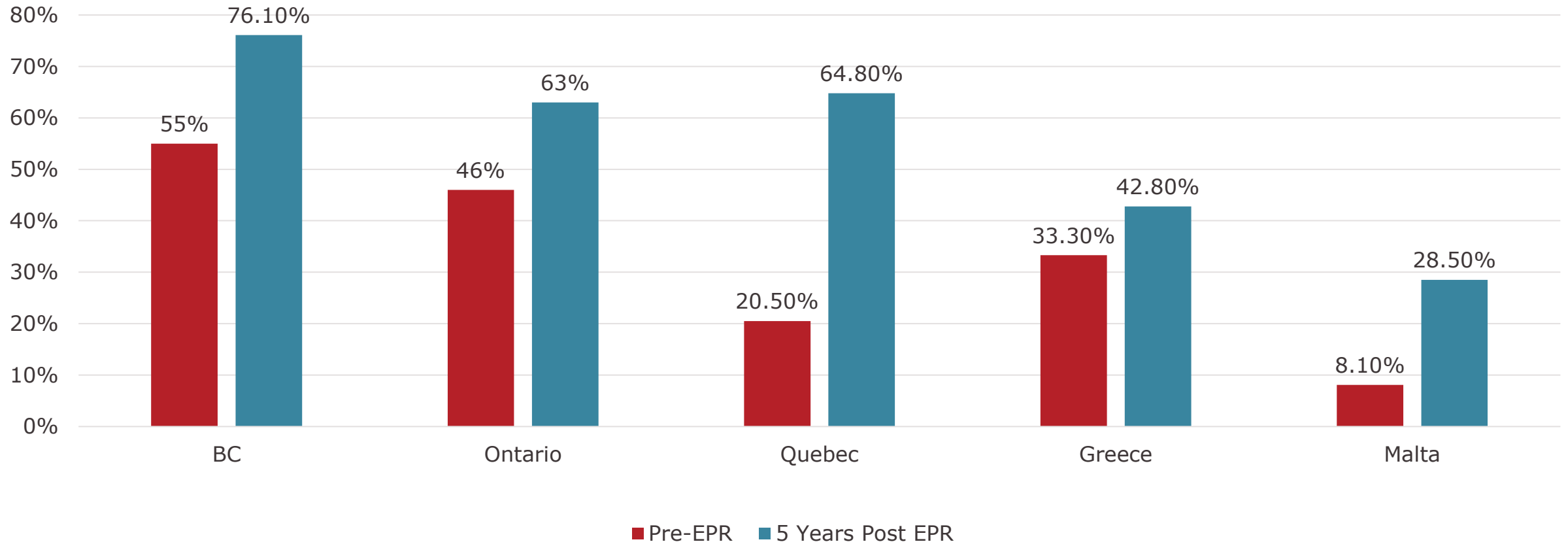
Better quality / less contamination

Resources for upgrades / investments



Does EPR for PPP really
mean more recycling?

Impact of EPR for PPP on Recycling Rate



Impact of EPR for PPP on Recycling Market Stability

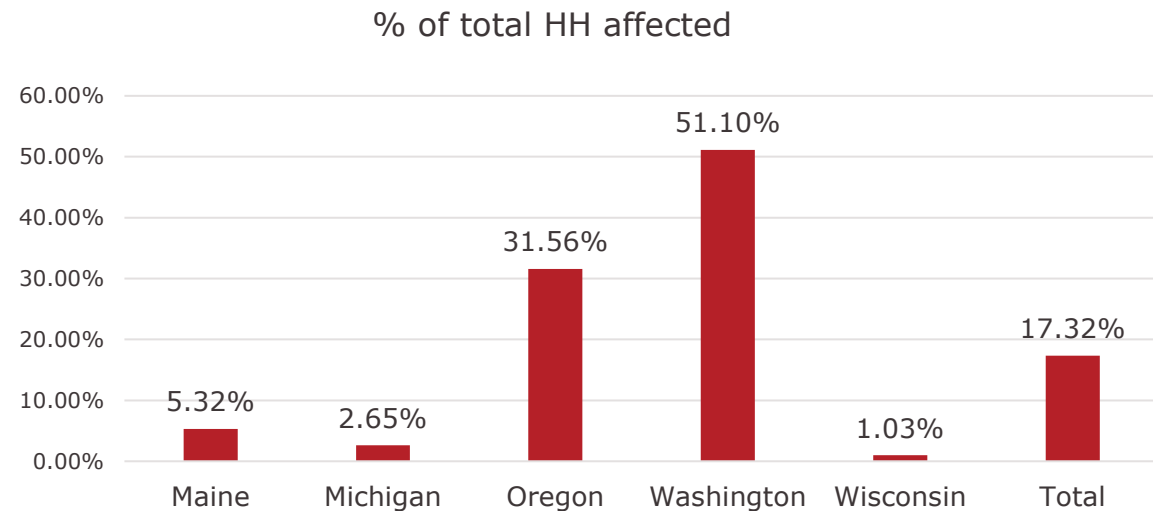
ITEMS MOST COMMONLY DROPPED FROM PROGRAMS IN THE US AND ALBERTA INCLUDE MIXED PLASTICS AND CARTONS

INDICATOR: CHANGES TO RECYCLING PROGRAMS POST NATIONAL SWORD

Canada

- EPR Provinces did not show meaningful changes in programs
- Alberta saw reduced access in 35% of Recycling Program Areas

Select US States





Closing Thoughts

EPR is an opportunity for FPI

- Policy is a strong driver of recycling program consistency and expansion, providing a mechanism for expansion of access to recycling for FSP
- Engaging productively can help to ensure outcomes that are favorable to FSP (e.g., consistency in definitions, inclusion of FSP in collection programs, etc.)
- FPI work on producer definition is a good first step in positive engagement; continued dialogue with advocates and policy makers can help shape policy direction that is fair to FSP





Questions?



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