

Extended Producer Responsibility (EPR) for Packaging & Printed Paper (PPP)

New York SWANA

Albany, NY

December 3, 2013

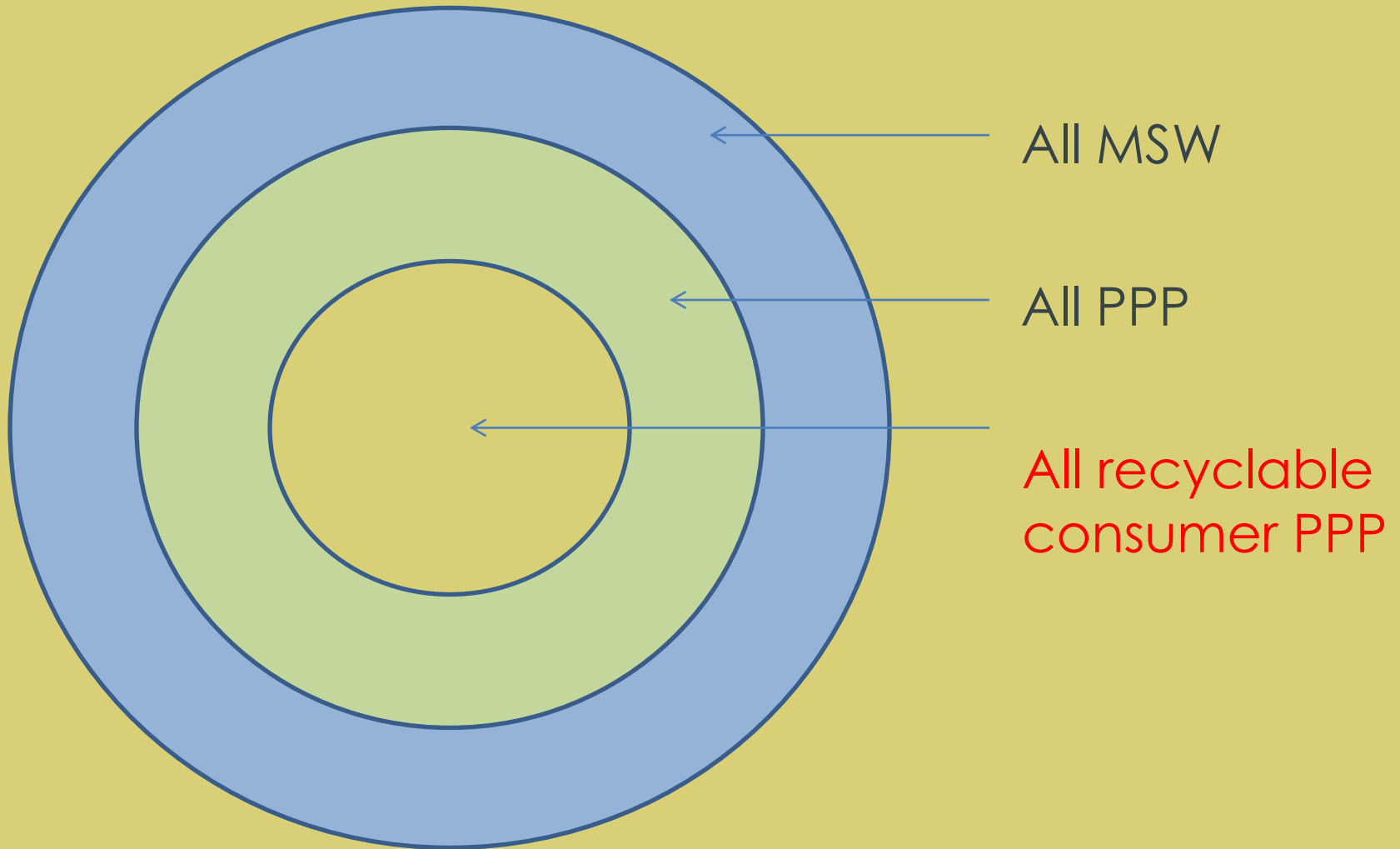


RECYCLING
REINVENTED

About Recycling Reinvented

- 501 c3 organization created 2 yrs ago
- **Purpose:** Focused on extended producer responsibility (EPR) for packaging & printed paper (PPP)
- **Staff:** Two former state legislators
- **Funders:** Nestlé Waters North America, New Belgium Brewing, Roy A. Hunt Fdn
- Legislative approach

What waste are we targeting?



EPR and Deposits

- Not our policy to actively push for EPR in deposit states
- EPR and deposits can co-exist
- But cost and politics make it harder

The Basic Approach

- Brands pay for recycling of consumer PPP
- Existing fees/taxes have to go away
- Brands contract with vendors/cities

Reaction from Stakeholders

- Brands
- Manufacturers
- Retailers
- Haulers
- State & local governments
- NGOs
- Labor

They all ask: What would it look like?

Cost-Benefit Study (MN)

- What results now @ what cost?
- What results possible with EPR?
- What would EPR cost?
- Where is the material going to go?
- Two dozen expert reviewers
- Full study complete Feb 2014
- Contractor: Reclay StewardEdge

Setting a Baseline (MN)

- MN recycling 45% of recyclable consumer PPP
- Cost: about \$80 million
- 77% of HHs with curbside access; ~65% of HHs have single stream
- Mostly private sector MRFs & hauling but some public rural MRFs
- Materials collected & costs/HH vary wildly
- MRFs 50% over capacity

What would change under EPR (MN)

1. \$2/HH/yr for local & statewide education
2. Single stream statewide; 87% HHs w/curbside
3. Harmonize materials collected
4. Comprehensive away-from-home component

Cliffhanger: Final results pending, but rates increase!

Cost Savings

1. Brands can negotiate better price statewide
2. Shift to higher volume, lower-cost MRFs
 - Savings do not factor in value of material or disposal savings
 - Keep competitive market for hauling

Cliffhanger: Final results pending, but higher rates for less money

Next Steps on Study (MN)

- Calculating fees
- What's the best formula to promote recyclability, reduction, or even reuse?
- Best opportunities to affect design
- Market development: Where the material goes matters

Thanks & Contact Info

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