

Unlocking Recycling's Potential: Why Behavior Change Matters in this Moment

February 21, 2024



**The Recycling
Partnership**
Solving for Circularity



**CENTER FOR
BEHAVIOR & THE
ENVIRONMENT**



CRRA
Ending waste.

Agenda

DAY 1

Welcome

Why Behavior Change Matters in this Moment?

Behavior Change & Behavior-Centered Design

Equity & Recycling

Interactive Adventures with Behavioral Insights

Framing, Empathizing, Mapping

DAY 2

Opening, Reflections, and Warm-Up

About Connected Recyclability

Levers of Behavior Change

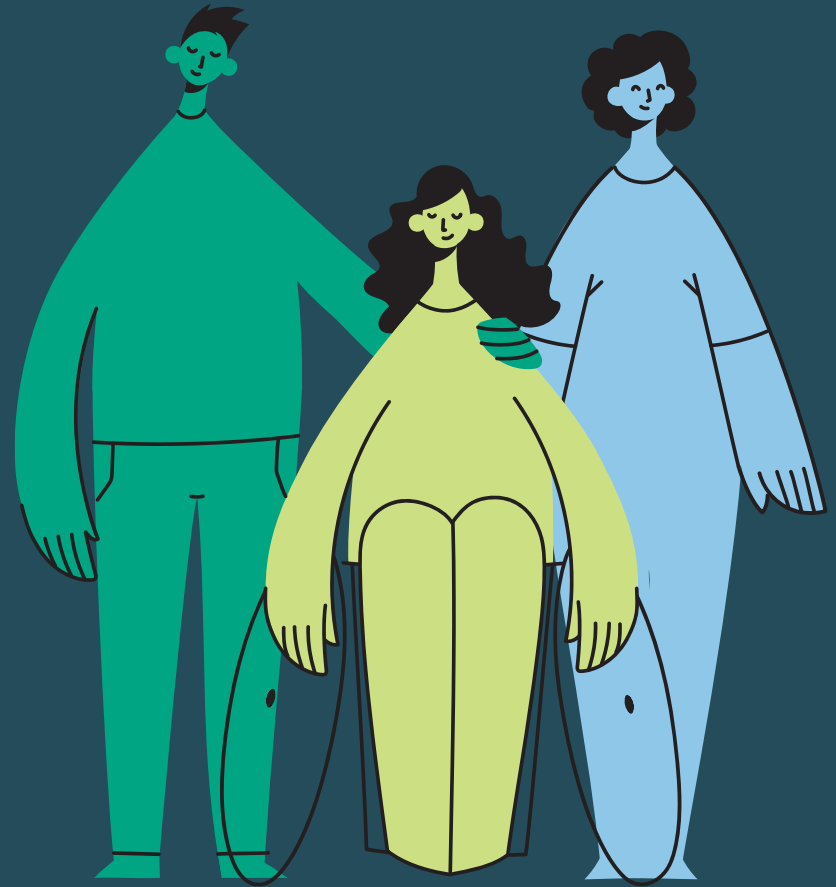
Ideate, Prioritize & Refine Solutions

Prototype, Test, Launch, Assess

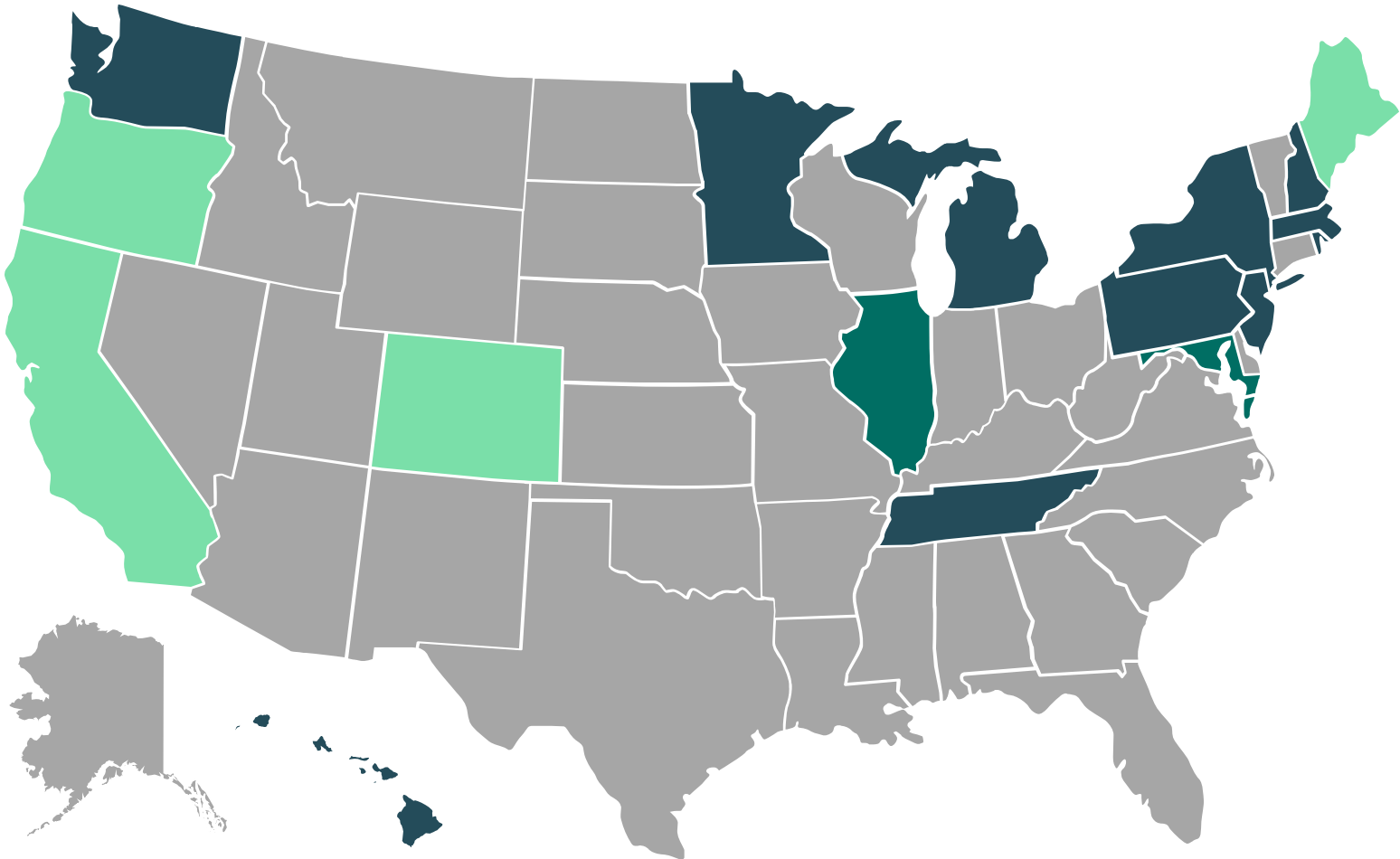
Equity - What's next?

Why this moment creates a unique opportunity to support behavior change.

Linnea Whitney Skierski
Director of Policy Implementation
The Recycling Partnership



U.S. EPR Policy Landscape



● **EPR for Packaging
Legislative Activity in 2024**
(introduced or expected)

● **EPR for Packaging Laws
Passed & Currently
Being Implemented**
(CA, CO, ME, OR)

● **Needs Assessment passed in
2023**

U.S. Policy Landscape: EPR Requires Substantial Investments in Public Engagement

Implementation Activities	California	Colorado	Maine	Oregon
Scope	Improvements	100%	100%	Improvements
Reduction and Reuse	●	●	●	●
Recyclability Determination	●	●	●	●
New Access	●	●	●	●
Education and Outreach	●	●	●	●
MRF Improvements	●	●	●	●
Need for Improved Data and Measurement	●	●	●	●

● Significant need ● Need to be determined ● Minor need



To use **recyclable or compostable marketing claims**, producers must ensure statutory criteria are met starting **Fall 2025.**

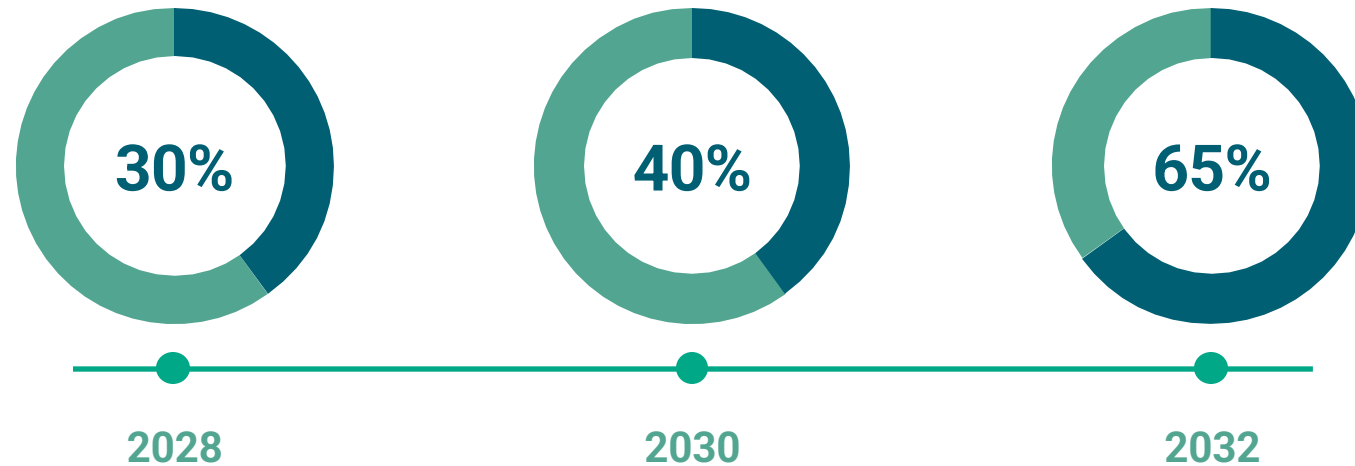
A finalized state study with data on key recyclable criteria is expected in Spring 2024.



All covered packaging materials must be deemed **recyclable or compostable** by **January 2032** or potentially be subject to **sales bans** and **civil penalties** in California.

SB 54 Mandated Goals for Plastic Packaging & Food Service Ware

Plastic materials covered by the policy must achieve mandated **recycling rates**.





65%

**recycling rate target
for all plastic covered
materials by 2035**

How will the system get there?

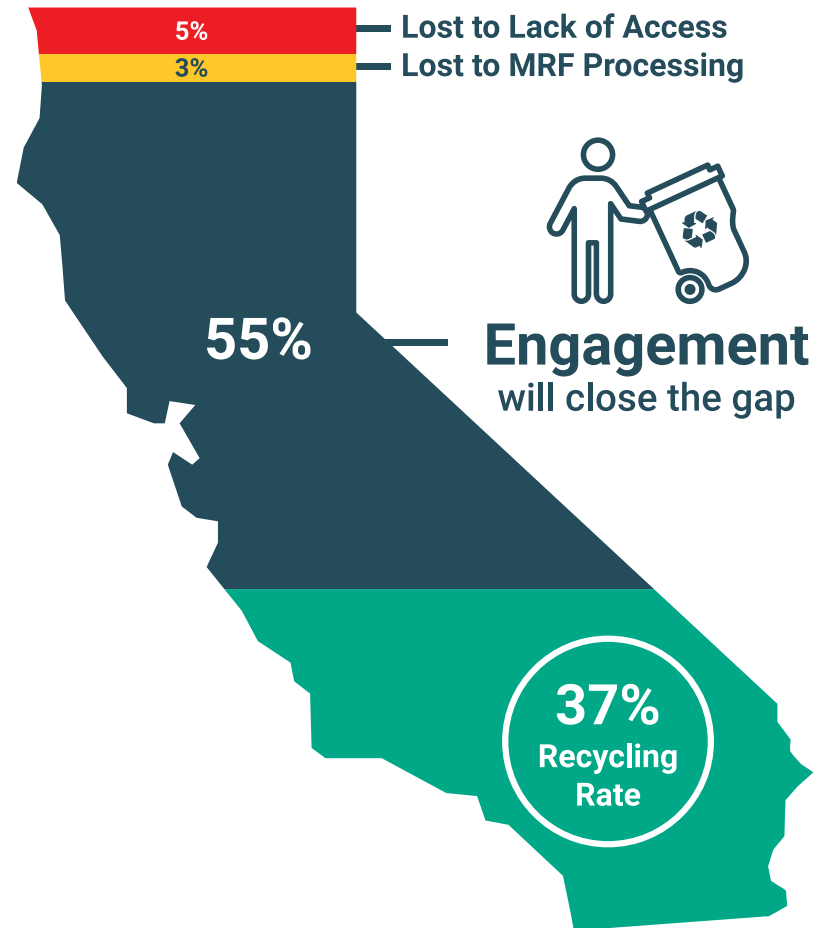


Significantly increasing
packaging design innovation

Supporting the public through
behavior change initiatives

Improving domestic markets
and infrastructure

State of California Pathway to 65% Recycling Rate

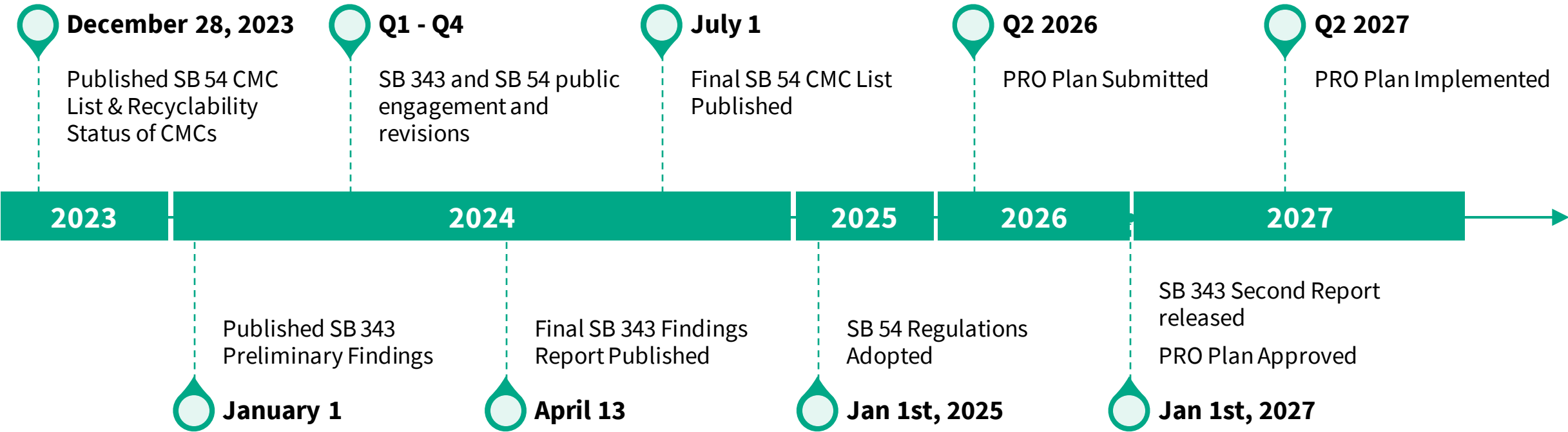


Full engagement encompasses the ability to recycle all recyclable materials, including through material acceptance

SB 54 Explicit Focus on Reuse, Refill, & Composting Behaviors *(in addition to recycling)*

With an intent to advance these four areas





The Success of Shifts in Consumption and Waste Starts Now



1

EPR laws will not succeed in changing the system and marketplace of consumption without behavior change.

2

EPR will provide support for residents (extending to composting, reuse, refill), let's make sure they are evidence-backed.

3

EPR is already creating ripples of change. We can harness this change to maximize positive impacts.

Get in Touch:

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**The Recycling
Partnership**
Solving for Circularity

We mobilize people, data, and solutions across the value chain to reduce waste and our impact on the environment while also unlocking economic benefits.