

By The Numbers Webinar:

Transforming U.S. Recycling with EPR

March 21, 2023

Presented in partnership with Resource Recycling's Policy Now



**The Recycling
Partnership**
Solving for Circularity

We mobilize people, data, and solutions across the value chain to unlock the environmental and economic benefits of recycling and a circular economy.

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What is EPR? & Why Data-Driven Research Matters

EPR Policy & Municipal Government

EPR Policy & MRFs

EPR Policy & Producers

Advocating for Change

Questions



To provide **robust and sustainable recycling service** and unlock the start of the **recycled-content supply chain** for manufacturers



To capture the more than **30 million tons** of U.S. household recyclables wasted annually.



To create more than **200,000 jobs**, strengthen the **domestic supply chain** for sustainable manufacturing feedstock, and deliver **billions of dollars** of economic benefits – all while reducing waste, conserving natural resources, and lowering greenhouse gas emissions.

The Recycling Partnership Report: **Increasing Recycling Rates with EPR Policy**

Study of **EPR** for **printed paper and packaging (PPP)** in seven jurisdictions worldwide and in six U.S. states yielded the following key findings:



U.S. recycling rates are substantially lower than recycling rates in jurisdictions with EPR for packaging and printed paper (PPP).



The analysis of individual states in this study strongly indicates all U.S. states could expect an increase in their recycling rates for PPP with the implementation of an EPR law.



EPR can help ensure universal recycling access, high participation rates, and optimal participant capture behavior, as well as better infrastructure, consistent education, and stable markets.



The Recycling Partnership hopes the demonstrated impact of EPR for PPP on recycling rates depicted in this report will encourage stakeholders to continue supporting new EPR for PPP legislation.



Belgium's EPR program has the highest recycling rate of all jurisdictions studied.

Figure 1. EPR for packaging recycling rates across international jurisdictions.

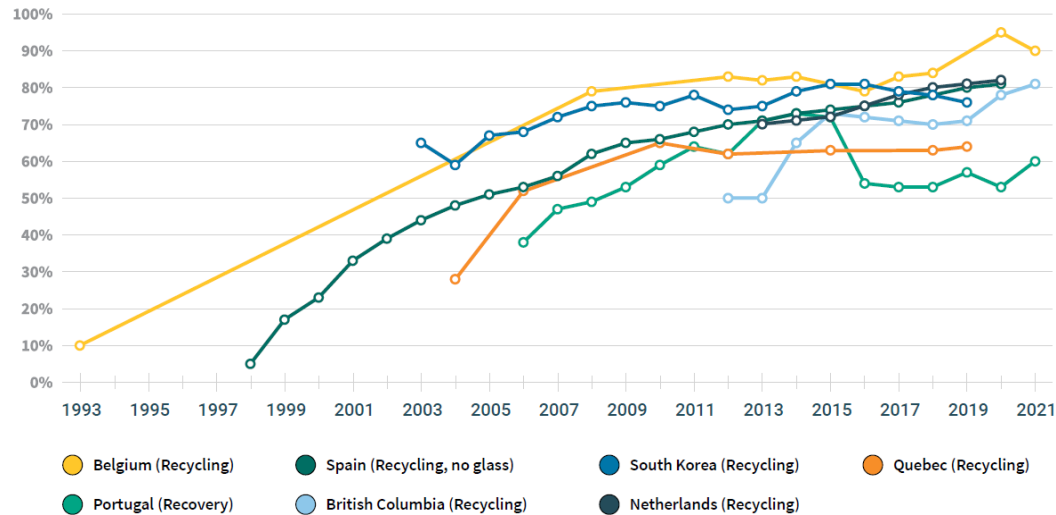


Figure 1 from Increasing Recycling Rates with EPR Policy report

Key Points – Belgium EPR



Overall 2020 recycling rate reached 95% despite a global recycling downturn.



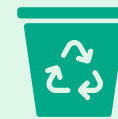
Plastic recycling rate grew from 38% in 2012 to 52% in 2021.



Well-designed EPR programs in U.S. states will provide the financial investment in recycling to unlock environmental and economic benefits.

	Washington	Connecticut	Wisconsin	Maryland	Colorado
Recycled Content (tons)	248,000	129,400	344,200	355,200	441,300
Economic Value of Recycled Material	\$34 million	\$13 million	\$53 million	\$43 million	\$91 million
GHG Reductions (MTCO2E)	841,600	370,200	953,100	1,001,900	1,111,200

Key Points – Smart EPR Policy



EPR policy helps close access gaps so everyone can recycle where they live.



Recycling rates for all materials stand to benefit from EPR.

Best Practices

Well-Designed, Data-Driven EPR Policy Builds Strong System



Created by **legislation** establishing **rules, oversight, and targets**



Managed by one or more **Producer Responsibility Organizations (PRO)**



Based on state-based **needs assessment** and guided by a **Producer Responsibility Program Plan**



Focus on Facts

Myth: EPR Increases Costs to Consumers

Fact One

Prices of consumer goods vary due to several factors like labor or transportation.

Fact Two

Not fixing the recycling system with policy has bigger implications for families.

Fact Three

EPR policy provides consistent funding to support local community programs, infrastructure, and recycling education.

A city skyline at sunset with a teal overlay on the left side containing text. The background shows a dense urban landscape with various skyscrapers and buildings. The sun is low on the horizon, creating a golden glow and long shadows. One prominent building on the right has the Allianz logo at the top.

EPR Policy & Municipal Government

McKenna Murrigan
Strategic Advisor, Seattle Public Utilities

A Producer Responsibility Program for Paper and Packaging Will:



Fund and modernize the current recycling system, building on our existing infrastructure



Save local governments and residents money, by covering the cost of recycling services



Create one clear common list of what can be recycled statewide and potentially establish a beverage container deposit system



Provide recycling collection to all households that receive garbage service, including those living in apartment buildings and rural areas



Increase transparency and safeguards to ensure materials are responsibly recycled



Maintain local governments authority to provide recycling services while getting reimbursed for their costs

EPR Policy & MRFs

Lynn Hoffman
Co-President, Eureka Recycling
National Coordinator, AMBR
(Alliance of Mission-Based Recyclers)



EPR has the potential to improve recycling by

- Standardizing the packaging stream
- Scaling up infrastructure
- Implementing innovation

IF

Water-tight definitions of Recycling and Recyclable

Eco-modulation drives reduction and redesign, decreases toxics, incentivizes recycled content, & pays true cost of impact

Real metrics of success along whole supply chain

Reimbursement and open bidding with high standards for wages, safety, transparency, etc

Appropriately ambitious targets, and strong oversight and accountability for PROs

EUREKA!
RECYCLING



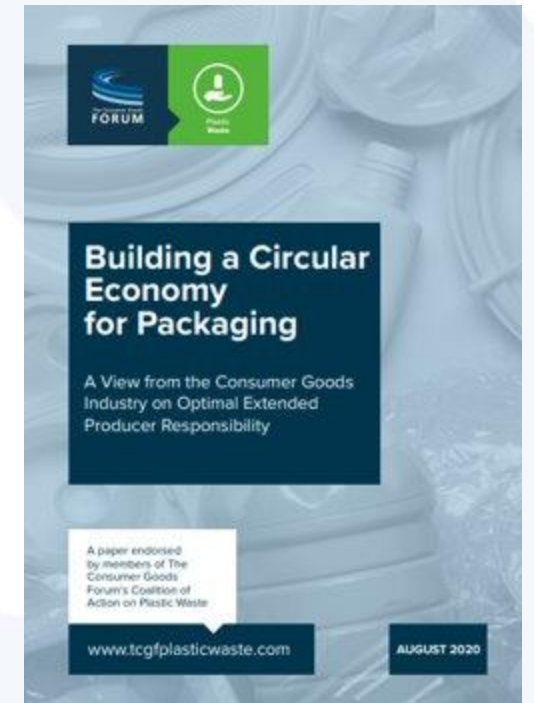
EPR Policy & Producers

Stefani Millie Grant
Head of External Affairs, Unilever



Support Optimal EPR Regulations

- Must reflect the unique waste management requirements in that country
- Boost recycling systems, support closing the gap between what packaging is technically recyclable and what is actually recycled
- Ensure money is invested in the right places
- Hold businesses to account for the packaging choices they make, and
- As a result, enable a circular economy.



Unilever Plastics Goal

By 2025 we will:

1. Halve the amount of virgin plastic we use in our packaging and achieve an absolute reduction of more than 100,000 tons
2. Collect and process more plastic packaging than we sell
3. Ensure that 100% of our plastic packaging is designed to be fully reusable, recyclable or compostable
4. Use 25% recycled plastic in our packaging

Our mantra and framework: Less plastic. Better plastic. No plastic.

EPR Policy & Producers

Kirsten Witt

Policy Director, The Coca-Cola Company



Working to Achieve a World Without Waste

DESIGN

- Make our bottles and cans with 50% recycled content by 2030
- Reduce the use of virgin plastic by 3 million metric tons by 2025
- Make all our packaging recyclable by 2025.

COLLECT

- Collect and recycle the equivalent of a bottle or can for everyone we sell by 2030
- 25% of global volume will be in reusable packaging by 2030

PARTNER

- Partner with organizations, governments, industry and communities to create debris-free environments.



Investing in reusable options to give consumers a choice



100% Recycled Content bottles



Increasing the value of recyclable material



Inspiring recycling

Criteria for Well-Designed Collection Systems

- **Industry run** through a single, non-profit Producer Responsibility **Organization (PRO)**
- **Producer fees are set by material type**
- **Clear role for government agency oversight** to evaluate and approve the PRO's plan for achieving goals, monitor progress and provide enforcement.
- **Fees fund 100% of the cost for residential recycling** of packaging and printed paper
- **Obligated producers have right of first refusal** to their share of recovered material at market terms.





EPR Resource Toolkit

Advance State-Level Extended Producer Responsibility Policy



Learn

Explore data-backed research and EPR best management practices and guidance.



Strategize

Design customizable assets to engage with key audiences and share your message.



Make Change

Advocate for smart policy that supports a circular economy and recycling system that works for all.

Download the Toolkit Today: recyclingpartnership.org/policy-toolkit/



It takes all of us.

Smart, well-designed policy supports the system change needed to unlock the environmental and economic benefits of recycling and a circular economy.



Questions

**Please use the Q & A function
to share questions!**



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