

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

CalRecycle

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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

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
- Brands contract with vendors/cities
- Use and enhance existing infrastructure
- Scale up best practices

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
- Contractor: Reclay StewardEdge

Setting a Baseline (MN)

- MN recycling 45% of recyclable consumer PPP
- Cost: ~\$80 million (not exact)
- 77% of HHs with curbside access
- ~65% of those HHs have single stream
- Mostly private sector MRFs & hauling but some public rural MRFs
- Materials collected & costs/HH vary wildly
- MRFs operating at 50% of capacity

What would change under EPR (MN)

1. \$2/HH/yr for local & statewide education
2. Single stream statewide; 87% HHs w/curbside
3. Same materials collected everywhere
4. Comprehensive away-from-home component (parks, public spaces, etc.)

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
- How much per product?
- Compare to status quo
- Market development: Where the material goes matters
- Full study complete Feb 2014

A Word about BC

Thanks & Contact Info

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