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

New York SWANA
Albany, NY
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About Recycling Reinvented

- **501c3 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?

- All MSW
- All PPP
- All recyclable consumer PPP
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

Paul Gardner, Executive Director
Recycling Reinvented
(612) 227-4582
paul@recycling-reinvented.org