



## **EPR UPDATES: CANADA, USA & EUROPE**

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## INTRODUCTION



Welcome to the first PAC NEXT quarterly EPR report for 2016 as we enter the third year of providing these packaging policy updates to our members.

On February 29<sup>th</sup> 2016, PAC NEXT submitted feedback on Bill 151 Waste-Free Ontario Act and Draft Provincial Strategy. With member support, we reached out to compare and align responses with the Canadian Plastics Industry Association (CPIA), Food and Consumer Products of Canada (FCPC) and we participated in Recycling Council of Canada (RCO) webinars. PAC NEXT also offered its own webinar on this Hot Topic on January 29<sup>th</sup> to help our members get a better understanding of the proposals and potential impacts on stakeholders. Details of the PAC NEXT submission can be found [here](#).

Twelve industry associations responded to the CalRecycle Manufacturers Challenge at an open workshop held in Sacramento on January 5<sup>th</sup>, 2016. Recall the challenge is to reduce packaging going to landfill in California by 50% by 2020. PAC NEXT listened to the proceedings and, while there were many positive examples shared regarding industry interventions to help increase recycling and reduce waste across the USA, there was a general lack of a cohesive oversight that could readily drive local success in CA. Stay tuned as there will be more to be heard on this topic in the future.

Finally, we are delighted to have a guest column from Virginia Janssens, Managing Director of EUROOPEN (European Organization for Packaging and the Environment), to share her thoughts on the Circular Economy for the EU Waste Framework Directive.

We hope that you enjoy this quarterly update and find the links and comments useful.

*Alan and Rachel*  
PAC NEXT

## FEATURE COLUMN



### **EUROPEN's perspective towards a competitive, resource-efficient Circular Economy based on a strong Internal Market in Europe**

**Virginia Janssens, [EUROPEN](#)**

How to move towards business models with virtually no waste but products or secondary raw materials that are re-injected in a so-called Circular Economy? What kind of European policy framework is needed for the packaging supply chain in Europe to drive investments towards a competitive Circular Economy? These are just a couple of questions EUROPEN is addressing amidst policy discussions related to the recently launched Circular Economy proposals for Europe.

Once adopted in 1 or 2 years, this policy framework will impact a wide range of sectors and materials, including the packaging and packaging waste sector. One precondition to achieve a growth-oriented Circular Economy is a well-functioning Internal Market which should be protected at all times. For our sector, the Internal Market principle ensures the free movement of packaging and packaged goods across Europe in its 28 Member States. It helps avoid national trade barriers, while providing an European-wide economy of scale often needed for investments in making packaging materials and packaged goods more 'circular' and resource-efficient in a resource and land restraint Europe, unlike for instance the vast empty space and land in the US.

A key instrument that links the Circular Economy, the Internal Market and packaging waste policy is Extended Producer Responsibility (EPR) for used packaging. This end-of-life instrument is currently applied in 25 Member States in Europe and has been instrumental to boost separate collection and sorting of used packaging to reach European and national packaging recycling targets. EPR is seen as a key interface between the supply and demand sides of material flows which are re-injected as products or materials into the economy. This important role and potential is acknowledged in the Circular Economy Package. It calls among others for binding European minimum performance requirements on EPR compliance schemes (packaging recovery organisations) to ensure that producers benefit from more transparency and cost-effectiveness by existing EPR schemes and proper enforcement in the countries implementing EPR. A minimum level of harmonized European performance requirements will help producers and importers in Europe to comply with their legal obligations under EPR. Businesses will gain more control and transparency on their end of life costs, including the recovery of the value of their materials and it will improve overall efficiency of packaging waste management. Better functioning EPR will ultimately boost qualitative and quantitative secondary raw material markets which will help industry to better manage volatile (virgin or secondary) material markets and related material supply and demand challenges that businesses face in Europe and beyond.

The Circular Economy Package offers a great opportunity to address regulatory and market barriers in Europe and its Member States. Along with a well-functioning Internal Market for packaging and packaged goods, the packaging supply chain in Europe remains committed to further transition to a resource-efficient and competitive Circular Economy in which we see a more transparent and functioning EPR framework as a key role for our industry in meeting its current and future sustainability challenges.

## **About EUROOPEN**

EUROOPEN – the European Organization for Packaging and the Environment -- is an EU industry association in Brussels presenting the opinion of the packaging supply chain in Europe, without favouring any specific material or system. EUROOPEN members are comprised of multinational corporate companies spanning the packaging value chain (raw material producers, converters and brand owners) plus national packaging organizations all committed to continuously improving the environmental performances of packaged products, in collaboration with their suppliers and customers.

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## CANADIAN NEWS

### PAC NEXT submits feedback to Waste Free Ontario Act and Draft Provincial Strategy

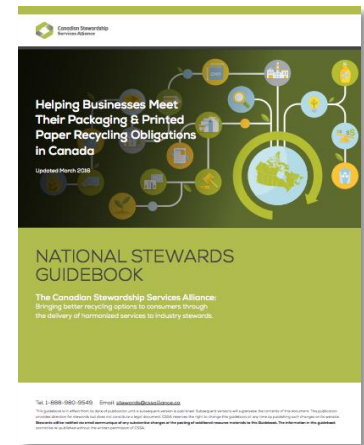
PAC NEXT supports and welcomes this proposed shift to a circular economy that drives innovation and shifts the way that we view waste and, in particular, packaging waste. PAC launched PAC NEXT in 2011 with a vision of *A World Without Packaging Waste*, leading this discussion across the value chain. Our collaborative goal is to find cost effective solutions that maximize recycling rates and value of ALL recovered packaging materials. We feel confident that Bill 151 and the proposed Provincial Strategy can create a platform consistent with our vision and goals. See full submission here: <http://www.pac.ca/assets/pacnext-bill151-response.pdf>



### 2016 Guidebook and Steward Lists now available

The updated [2016 guidebook for steward reporting](#) is now available for National Steward List, MMSM, MMSW, MMBC and SO.

The [guidebook](#) provides important guidance to help stewards prepare their reports including definitions, methodologies, examples of materials included in each stewardship program and the national and provincial material lists.



### New measure of ÉEQ's Innovative Glass Works plan: \$1.2 million to support the development of market outlets that give a 2nd life to glass

Éco Entreprises Québec (ÉEQ) took advantage of its participation in the Salon des technologies environnementales du Québec to present the latest component of its *Innovative Glass Works* plan. ÉEQ is offering \$1.2 million to help companies manufacture added-value products containing recycled glass for existing and emerging markets in North America.

The *Innovative Glass Works* plan provides a concrete solution for 100% of glass collected via curbside recycling in order to take up the many challenges posed by glass recycling in Quebec. The first measure announced in January 2016, which consisted in providing sorting centres with state-of-the-art equipment as part of demonstration projects, is already showing great success and has attracted the interest of three-quarters of all sorting centres in Quebec.

Read more: <http://www.ecoentreprises.qc.ca/new-measure-of-eeqs-innovative-glass-works-plan-12-million-to-support-the-development-of-market-outlets-that-give-a-2nd-life-to-glass-collected-via-curbside-recycling>

### MMSM Program Plan Renewal

MMSM's original PPP Program Plan was approved by Manitoba Conservation and Water Stewardship in 2009. The PPP Program Plan is now up for renewal and seeking feedback.

MMSM is inviting producer and stakeholder comments on the revised PPP Program Plan that is intended to highlight how the program will continue to fulfill the requirements as outlined in accordance

with the Packaging and Printed Paper Stewardship Regulations (Man. Reg. 195/2008). Comments received by March 31, 2016 will be considered when finalizing the plan for submission to Manitoba Conservation and Water Stewardship by May 1, 2016.

The 2017-2021 PPP Program Plan is available here: [MMSM Program Plan Renewal 2016](#)

### **British Columbia Rejects Proposal For Second Product Stewardship Option**

StewardChoice Enterprises Inc. submitted a packaging and printer paper (PPP) stewardship plan in addition to British Columbia's existing Multi Material British Columbia (MMBC) producer responsibility program for the province.

The BC Ministry of Environment rejected the plan, which had been through several revisions, according to a news release from the Burnaby, British Columbia-based StewardChoice.

Mark Zacharias, assistant deputy minister for the Ministry's Environmental Protection Division, made four points in rejecting the alternative recycling proposal. He said in a letter that StewardChoice did not provide sufficient information on the potential resulting service reductions to the existing program by drawing producer funding away.

Source: <http://www.solidwastemag.com/Features/british-columbia-rejects-proposal-for-second-product-steward/>

## U.S. NEWS

### **California Manufacturer's Challenge; Industry responds**

12 industry associations gave presentations on January 5<sup>th</sup>, 2016 in response to the CalRecycle Manufactures Challenge to reduce packaging in landfill by 50% by 2020.

While on the one hand, it was good to see this broad response, it was concerning that there was an apparent lack of coordination and alignment across the series of presentations with many taking a national view rather than perhaps being more specific regarding the situation and challenge in California. Plenty of success stories shared but can they be turned into meaningful local action?

Presentations can be found [here](#).

### **California closing Beverage Container Redemption Centers due to lower commodity prices**

The Container Recycling Institute is calling on CalRecycle to work with the legislature to immediately adjust the payment amounts for beverage container redemption centers. The combination of reduced state payments and dramatic declines in commodity pricing has forced the closure of 191 rePlanet recycling centers, or 9% of the centers statewide, along with layoffs of 278 employees. Last year, another 200 redemption centers were closed throughout the state by various companies, including rePlanet.

The closures will deny consumers the opportunity to obtain their beverage container refunds locally, forcing them to travel further. This is contrary to the intent of the California Beverage Container Recycling and Litter Reduction program, which is designed to make it as easy for consumers to obtain refunds as it is to pay the deposit at grocery stores. The program is popular with consumers, who recycle more than 80% of beverage containers sold in the state.

Access to full press release [here](#).

### **Connecticut considering EPR for packaging**

Bill 233, "An act concerning a reduction of consumer-based packaging materials in Connecticut's solid waste stream", calls for a strategy by July 2017 for diverting not less than 50% of the consumer packaging generated as solid waste in the state on and after January 1, 2024. Such strategy shall include, but not be limited to, the establishment of performance targets to assure, at a minimum, achievement of such diversion on and after such date and the establishment of parameters to verify the achievement of such diversion, including, but not limited to, weight reduction. In developing such strategy, the commissioner shall consult with representatives of the consumer packaging industry to: (1) Identify opportunities for source reduction and increased recyclability and recycled content for such consumer packaging, and (2) assess the viability of establishing an industry-financed stewardship program for the collection, management and recycling of consumer packaging

Read Bill 233 here: <https://www.cga.ct.gov/2016/TOB/s/2016SB-00233-R00-SB.htm>



### **Recycling Partnership awards grant for residential recycling carts to the City of Santa Fe, New Mexico**

Santa Fe joins six previous communities that have received these cart grants, including Richmond, VA and Columbia, SC. These grant dollars will assist Santa Fe with purchasing new recycling carts. Additionally, the City will receive assistance with a customized public education campaign, and with technical planning to support the cart deliveries to its 29,000 households. The Recycling Partnership is actively assisting 72 communities,



reaching a total of 1.2 million households. Santa Fe is the final engagement from The Partnership's 2015 grant round, and this announcement comes on the heels of the 2016 grant round, which opened earlier this month. The new Request for Proposals for cart and education grants is available at [recyclingpartnership.org](http://recyclingpartnership.org).

See full press release: <http://recyclingpartnership.org/the-southwest-gets-a-recycling-boost-with-newest-city-partner-santa-fe-new-mexico/>

### **Dr Pepper Snapple announces partnership with Closed Loop Fund**

Dr Pepper Snapple Group announced it will work with industry, government and community partners to achieve a U.S. beverage container recycling rate of 60 percent by 2030. As part of this commitment, the company is entering into a new partnership and continuing another to improve access to recycling across the country. DPS is investing \$5 million in the Closed Loop Fund over the next 10 years, joining a growing number of businesses supporting efforts to improve post-consumer recycling by providing critical funding for recycling infrastructure. In addition, the company is extending its relationship with Keep America Beautiful through a new three-year, \$1 million commitment primarily to continue efforts to place recycling bins in public parks.



Source: <http://www.bevnet.com/news/2016/dr-pepper-snapple-announces-partnerships-with-closed-loop-fund-and-keep-america-beautiful>

### **Maryland lawmakers consider bottle bill again**

Maryland lawmakers will again consider whether the state of six million people should institute a comprehensive beverage container deposit program.

On January 28<sup>th</sup>, a state senator has introduced a bill placing a five-cent deposit on beverage containers starting July 1, 2017. The legislation comes after years of battles over whether to implement a deposit program, including latest lost efforts in 2013 and 2014 to pass a bottle bill.

[Senate Bill 367](#), sponsored by Sen. Bill Ferguson and nine other Democrats, would apply to beer and malt beverages, liquor, hard cider, soft drinks, waters, juices, sports drinks and tea and coffee drinks in containers between 7 and 101 fluid ounces. It would not apply to milk jugs or beer growlers.

Source: <http://resource-recycling.com/node/7018>

### **Rhode Island bill would make brands pay for recycling**

In late February, Rhode Island legislators have introduced Senate Bill 2605 that requires brand owners to nearly double the recycling rate for printed paper and packaging over the course of two years.

If passed, Rhode Island would be the first state in the country to install extended producer responsibility (EPR) for printed paper and packaging (PPP). Last year, Rhode Island legislators tried unsuccessfully to get similar legislation passed.

The bill would intend to raise the PPP recycling rate from 39% to 75% in two years after implementation.

Source: <http://resource-recycling.com/node/7207>



## INTERNATIONAL NEWS

### **Zero Waste Europe study finds EPR needs redesign for Circular Economy**

The [study](#) analyses the waste composition of 15 European cities showing that 70% of municipal solid waste is product waste, and therefore not food or garden waste, and as such could be included under an EPR scheme. However, on average, only 45% of this product waste (by weight) is currently covered by producer responsibility schemes. This means that, on average, EPR schemes only cover 32.5% of total municipal waste, with coverage varying from 14.9% in Copenhagen to 47.6% in Paris. Furthermore, only 18% of product waste is collected separately through an EPR scheme.

The report makes a series of recommendations to the European Commission. Among these it calls for a broader definition and a more comprehensive approach to producer responsibility which includes the use of economic instruments. The introduction of legally binding eco-design requirements as well as better EPR schemes with full-cost coverage, individualisation, targets for separate collection and considering expansion of the current EPR scope to include more products and incentivise reuse.

See full press release here: <http://www.zerowasteurope.eu/2015/10/press-release-study-finds-extended-producer-responsibility-needs-redesign-for-circular-economy-2/>

### **Turkey's plastics industry wants the government to ban recyclable plastics from landfills by 2025, mirroring what the PlasticsEurope trade group is pushing European Union governments to do**

The Turkish Plastics Industry Foundation, or Pagev, said the ban would help the environment by reducing littering. But equally or perhaps more importantly, it sees a ban as an economic boost by helping to jump start recycling, provide jobs and new sources of plastic in a place heavily dependent on imported raw materials. PlasticsEurope's proposal would allow plastics to be used in waste-to-energy facilities in addition to traditional recycling, and the group argues that landfill restrictions both increase recycling and energy recovery.

Read full article [here](#).

## HELPFUL LINKS

### BC

<http://multimaterialbc.ca/notices-archive>

### Alberta

<http://esrd.alberta.ca/waste/>

<https://www.recycle.ab.ca/public-policy>

### Saskatchewan

<http://www.mmsk.ca/notices-alerts>

### Manitoba

<http://stewardshipmanitoba.org/mmsm/whats-new/>

### Ontario

<http://www.stewardshipontario.ca/latest-news/>

<http://www.wdo.ca/news/>

<https://www.rco.on.ca/wra-overview--timeline>

### Quebec

<http://www.ecoentreprises.qc.ca/news-and-events>

### Nova Scotia

<http://www.novascotia.ca/nse/waste/>

### Canadian Stewardship Services Alliance

<http://www.cssalliance.ca/latest-news>

### U.S.

<http://www.epa.gov/solidwaste/nonhaz/municipal/msw99.htm>

### Europe

[http://ec.europa.eu/environment/waste/target\\_review.htm](http://ec.europa.eu/environment/waste/target_review.htm)

<http://www.europen-packaging.eu/downloads/1608.html>

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## Disclaimer

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