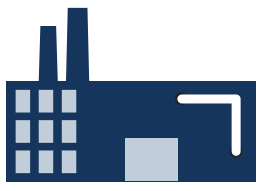


The Case for Packaging Extended Producer Responsibility (EPR)


For towns with a Municipal Recycling Contract

How recycling works now



Brand Owner (producer)
Sells product to consumers



Resident
Purchases product;
Pays taxes + fees to  packaging



Municipality
Hires hauler;
Educates resident



Hauler
Collects material

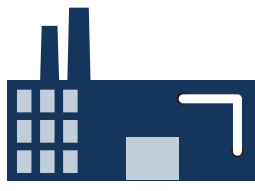



Processor
Sorts material;
Sells marketable commodities
for use in new products

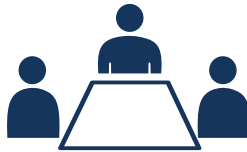
Result

- Expensive, inefficient recycling systems
- Fragmented systems prevent market scaling
- Confusion about what can be recycled
- High contamination = wasted money, wasted material, and pollution

How it works under EPR



Brand Owner (producer)
Sells product to consumers;
Pays PRO to collect +  packaging



Producer Responsibility Organization (PRO)
Finances + operates recycling system;
Coordinates cohesive operations*



Hauler

Collects material + educates residents on behalf of PRO



Processor

Sorts + sells material under PRO contract



EPR aligns with CT DEEP's Materials Management Strategy Goal: 60 percent diversion of waste from disposal by 2024.

Result

- Municipal cost savings
- Integrated system = standardized list + better resident education and recycling performance
- Wider variety of products can be recycled
- Costs shift from taxpayers to producers, consumers
- Low contamination = high quality + profitability
- Products designed for recycling
- Producers reliably get quality material = more recycled content in new products

*PRO develops operating standards, including a standardized list of material for collectors; develops education campaigns and materials; analyzes performance; and coordinates post-collection processing across municipalities to build scale efficiencies and stable markets.



What EPR means for Connecticut

\$30-40 million tax dollars saved New jobs created Reduced pollution
Greenhouse gases prevented Tons of waste diverted from disposal