



Extended Producer Responsibility for Packaging & Printed Paper

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on Recycling
August 7, 2013



RECYCLING
REINVENTED

The Problem

- Demand exceeds supply
- Manufacturers not getting the quality
- Financial pressures on local and state government
- Everyone is looking for options

EPR for Packaging & Printed Paper (PPP)

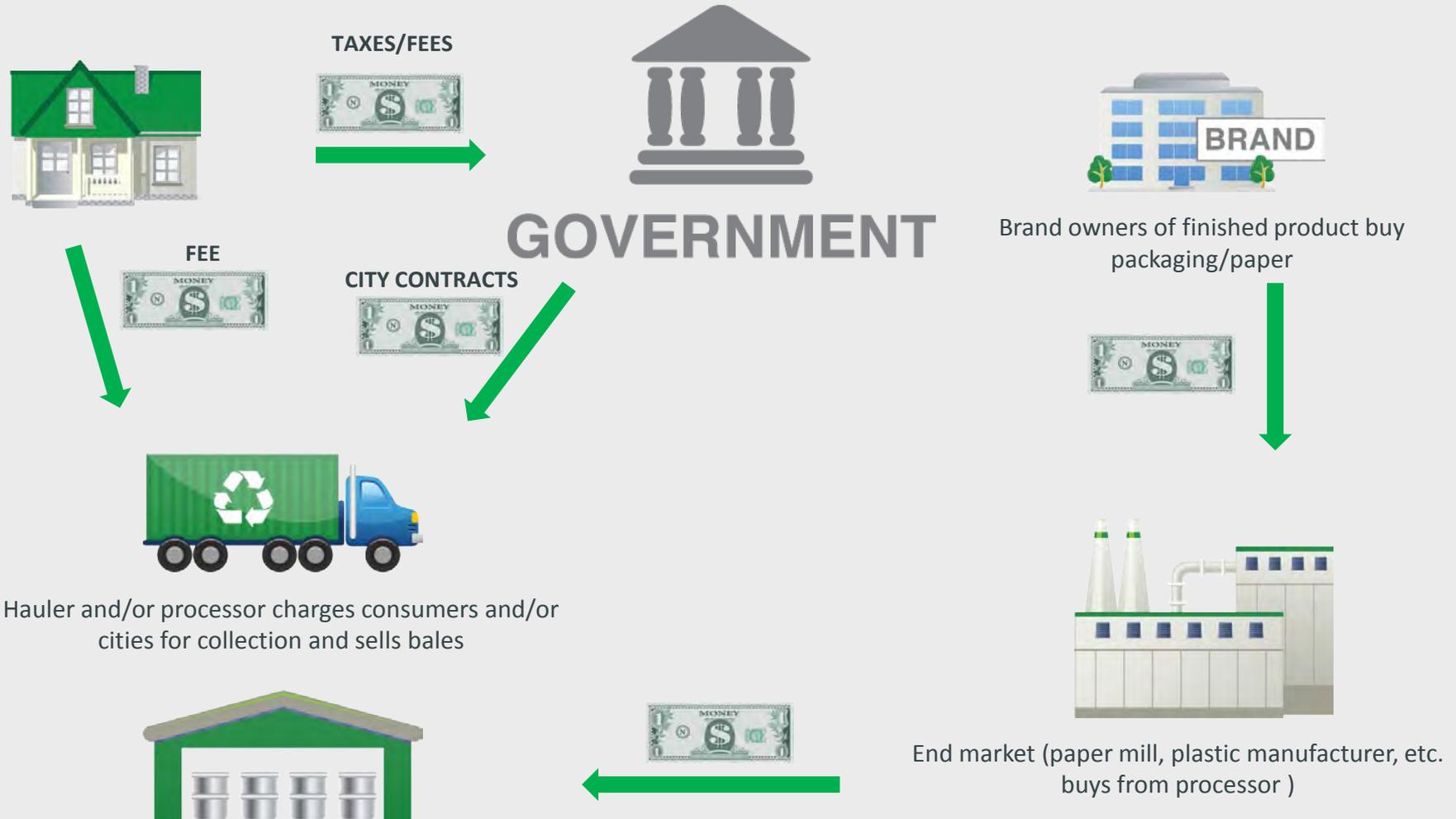
- Focused on PPP to households and away-from-home
- Leave large commercial MSW alone
- Consumer brands pay for recycling
- No visible fee on products
- Brands apply best practices on larger scale for efficiency, cost

Our Principles for EPR

- Government action necessary to eliminate free riders
- Government doesn't handle the \$\$\$ or set the fees
- An industry board controls spending
- Existing HH fees must go away

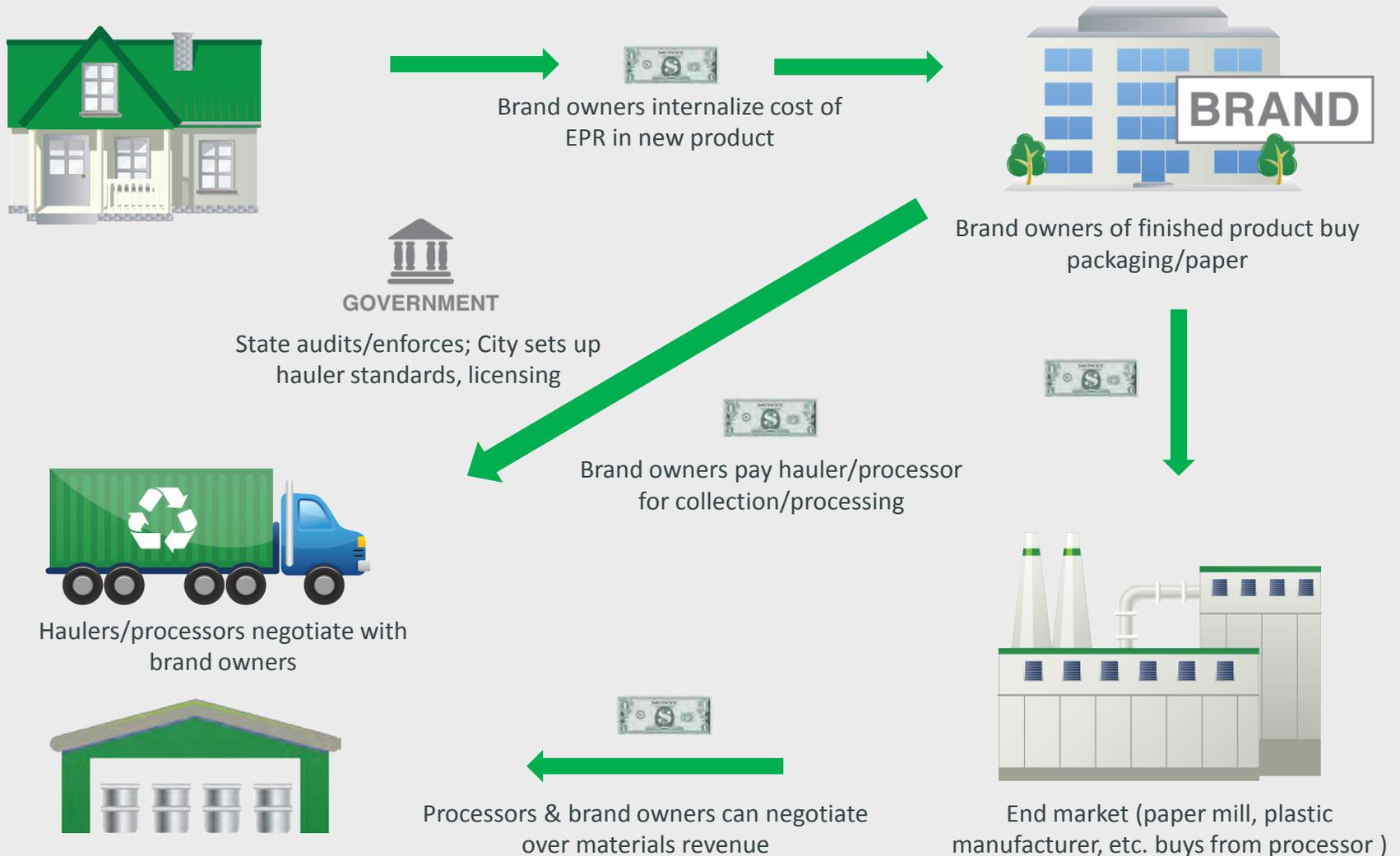
How EPR works

HOW WE CURRENTLY PAY



How EPR works

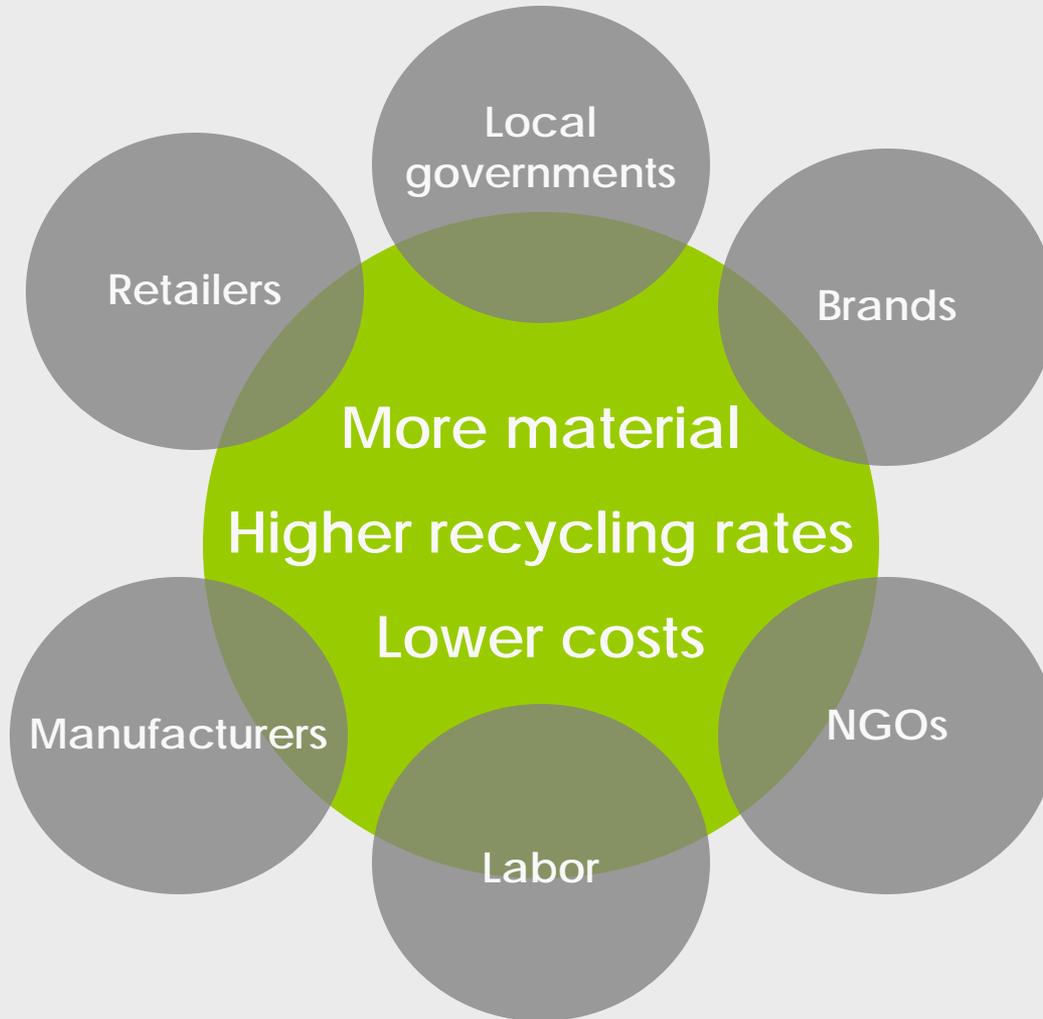
HOW DOLLARS WOULD FLOW UNDER EPR



Cost-Benefit Study

- First of its kind in U.S.
- Answers questions policy makers and brands want answers to
- Results in three working papers
- Publicly available at www.marketbasedrecycling.com

Stars and Planets Aligning



The Politics

- **Democrats:** Help the environment, reduce burdens on state and local government (MN)
- **Republicans:** “Get government out of the way” (NC)
- Lots of “unlearning” required by the lobbyist corps & interest groups

2014 Plans

- Bills introduced in RI and NC in 2013
- Bill likely in MN in 2014 and perhaps two other states
- Helps to have other bill introductions elsewhere (hint, hint)
- NWWA and RR assembling resources for full-court press in 2014 in target states