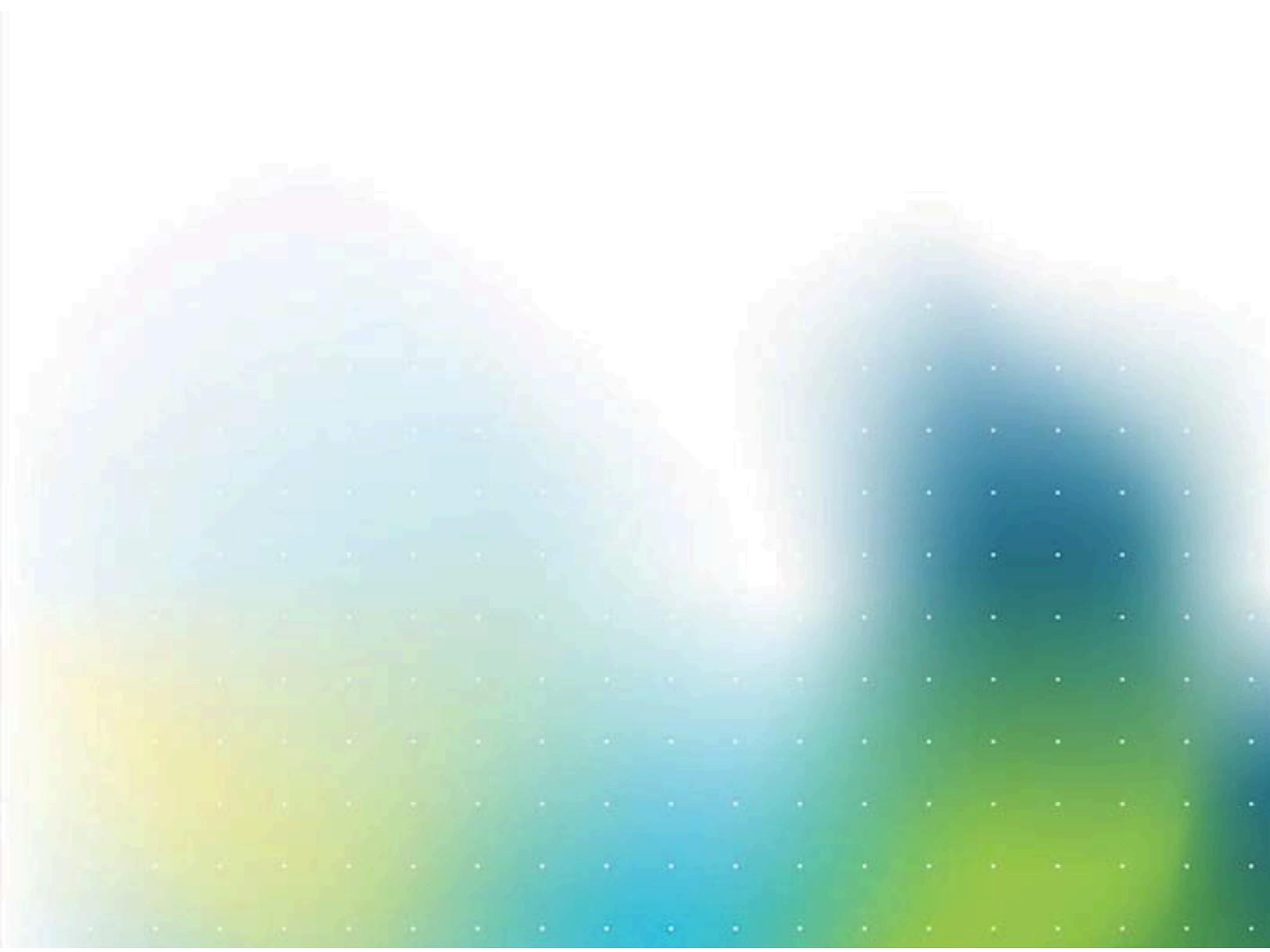




EPR UPDATES: CANADA, USA & EUROPE

FALL 2015 | VOL. 2 ISSUE 3



INTRODUCTION

Welcome to our 3rd Quarter Extended Producer Responsibility (EPR) update. As always our focus is on what's happening around the world on Printed Paper & Packaging (PPP). Our guest columnist is Jane Bickerstaffe, Chief Executive at INCPEN (Industry Council for Research on Packaging and the Environment) based in the UK. Jane is a good friend from my days at P&G and as you'll read in her column she is a big advocate for the important role that packaging plays in protecting products and preventing waste. She talks about putting things into perspective when looking at the "whole circle" and reminds us that *"10x more resources are invested in products than in our packaging"*. Enjoy this thought provoking and candid column on the realities facing the EU and manufacturers in taking a *"whole circle approach"* within the Circular Economy.

In the USA there continues to be a strong industry lobby for improving overall packaging recovery and recycling through partnerships that promote the roll-out of recycle bins. This proactivity is being put to the test via the Manufacturers challenge in California (workshop scheduled Jan 5th 2016 in Sacramento). This should be an interesting government/industry discussion as there will be a need to find common understanding on the vital role that packaging plays in protecting, preserving and promoting products and the desire to find cost effective ways to reduce the amount of packaging going to landfill.

There is huge excitement and expectation behind a bill in Congress that would authorize a grant program to fund waste reduction, recycling and reuse efforts. Kudos to industry for leading the way with some great examples - Closed Loop Fund, Recycling Partnership, Carton Council and others.

In Canada 2014, annual reports are being published and it's exciting to see that MMBC exceeded recycling targets during the first 7.5 months of operations and achieving an 80.1% recovery rate. These results will get a close look from many outsiders and add to the conversation regarding the benefits of a full EPR program that is funded, designed and operated by industry.

In Europe, the EU is considering a circular economy approach with a desire to achieve 80% packaging recycling by 2030 as well as improve the cost effectiveness of the current EPR programs.

Enjoy the read, and as always please let us know your thoughts on EPR opportunities and challenges from across North America and around the globe.

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FEATURE COLUMN

PACKAGING AND THE 'TOP HALF' OF A CIRCULAR ECONOMY



Jane Bickerstaffe, Chief Executive

[INCPEN](#) - *The Industry Council for research on Packaging & the Environment*

The European Commission is currently consulting on what it should include in its [plans to promote a Circular Economy](#). It says it withdrew its predecessor's plan because it addressed only the 'bottom half' of the circle instead of the whole circle.

For many years policy on packaging has focussed on used packaging. Little attention has been paid to the role of packaging in protecting products and preventing product waste.

This consultation represents a real opportunity for businesses to explain what packaging does for society and why manufacturers and retailers need sufficient flexibility to be able to design packaging that makes supply systems more resource-efficient and more responsive to the demands of rapidly changing societies.

But – and it's a big but - discussion about the 'top part of the Circular Economy circle' is still dominated by designing for recycling, reuse and recycled content and the circular use of 'visible resources' – the materials - rather than making best use of all resources – energy, water and materials.

A narrow focus on the end-of-life phase risks shifting environmental impact from one part of the lifecycle to another. This is particularly important for packaging because, in the top of the circle, the environmental impact of packaged goods is much greater than the impact of used packaging at end of life.

Ten times more resources are invested in products than in their packaging. If products go to waste, all the resources invested in them and their packaging are also wasted. [The Good, the Bad and the Spudly](#) explains this.

Orgalime, the European Engineering Industries Association, is equally concerned about end-of-life product parameters being prioritised for any product, by any means and without any differentiation. It says, "This immediately risks environmental burden shifting at the expense of other important parameters including energy efficiency."

Recycling is not the only way to improve resource efficiency and the environmental impact of supply chains. Flexible packaging and mixed materials are equally as resource-efficient as recyclable packs, without recycling.

Design-for-recycling is one consideration but design-for-maximum lorry loads, design-for-efficient stacking in depots, design-for-fast filling speeds, design-for-efficient use and many other practical, functional requirements are equally, if not more important.

All these considerations have environmental implications e.g. fewer lorries on the road means less congestion, fewer particulates, better health; smaller or fewer depots use less land; faster filling speeds require less energy.

Energy and water use are often greatest at the consumer use stage of a product's lifecycle – clever dosing or dispensing systems help consumers use just the right amount and thereby reduce impact. These and other factors have to be assessed against each other and the optimum solution chosen.

The Commission's new approach provides an opportunity for a whole circle approach. If they do this for packaging it really will enable packaging to help solve some of the major global challenges. But it will only happen if they allow manufacturers and retailers to decide which packaging is right for each job – whatever material it is and whether it is recyclable, compostable or not.

INCPEN - The Industry Council for research on Packaging and the Environment is a research organisation established in 1974 to bring together manufacturers and retailers from across the supply chain to promote responsible packaging for resource-efficient supply chains.

Recent research includes guidance on packaging for multi-channel delivery systems, a survey of food waste from retail depot to checkout and analyses of litter composition in England and Scotland.



CANADIAN NEWS

MMBC Exceeds Recycling Targets

[Multi-Material BC](#) (MMBC) has released its inaugural annual report that details the operations and successes of 2014. MMBC is an independent, industry-led and financed non-profit organization that was created to manage residential packaging and printed paper recycling in British Columbia. Within the first 7.5 months of operation, the packaging and printed paper recovery rate from households reached 80%, surpassing the target of 75%. This recovery amounted to more than 116,000 tonnes of material from BC households, or 27.5 kg per capita. MMBC's program has provided 20 BC communities with curbside recycling for the first time, effectively providing a total of 1.24 million households with the service, and 96% of households with access to recycling depots. The rapidly achieved accomplishments of MMBC demonstrate the benefits of an industry-led stewardship program. [Read the full report here.](#)

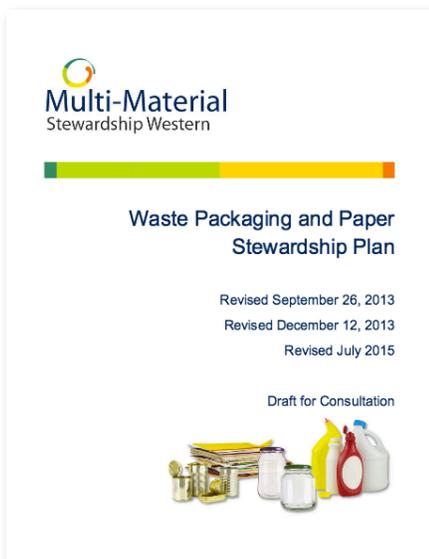
MMSM Releases Annual Report for 2014

The latest [Multi-Material Stewardship Manitoba](#) (MMSM) [Annual Report](#) presents results of yearly operations and various waste collection and reduction strategies taken in municipalities, schools, and first nations/remote communities. MMSM is a not-for-profit industry funded organization that develops, implements and operates waste diversion programs for designated packaging and printed paper in Manitoba. Industry stewards in Manitoba are responsible for 80% of the net costs of efficient recycling programs. In 2014, MMSM included 862 registered stewards, 597 steward reports received, and 249 voluntary steward agreements. MMSM continues to work towards its goal of promoting the reduction, reuse and recycling of the materials managed in its program.



MMSW Publishes Revised Program Plan

Following the Ministry of Environment (MOE) announcement in December that it would introduce flat fees and exemptions for some businesses from the Multi-Material Recycling Program (MMRP), [Multi-Material Stewardship Western's](#) (MMSW) [original Waste Packaging and Paper Stewardship Plan](#) became un-workable. In effect, the MMSW has worked to create a plan that accommodates these changes, released in a [revised stewardship plan](#). Primary revisions to the stewardship plan will include changes to the fee schedule; paying municipalities a fixed amount for each household serviced, rather than per tonne; and a new method for calculating municipal funding to ensure stewards are only paying for the management of their tonnes supplied. Comments for the plan have been received and the plan will be submitted to the government in late September for its approval. Providing the government approves the plan by mid-October and agreements can be made with municipalities, the expected launch date will be January 1, 2016.



ÉEQ Pays Grants to 15 Municipalities

In late August, [Éco Entreprises Québec](#) (ÉEQ) announced that it would grant a total of \$173,500 for fifteen proposals to install recyclables recovery equipment in municipal public spaces as part of ÉEQ's [Away-from-Home Recovery Program](#). To date, financial assistance from the Program has paid over \$5 million to Québec municipalities to install more than 10,750 pieces of recovery equipment in public places. The project increases recyclable recovery rates to meet Québec's [2011-2015 Residual Materials Management Policy](#). The program began in 2013 and has a \$8 million budget, financed by the Québec government, and the non-profit group ÉEQ itself, who represents companies that contribute to the compensation plan for municipal curbside recycling services.



Reads this Month

A recent article published by [Resource Recycling](#) looks to Canadian EPR practices to detail the key differences between extended and shared responsibility models. Discussion of Ontario and British Columbia's EPR strategies are used to explore possible applications for producer responsibility in the US. The article looks at how the models address various issues; the role of the municipality; economic and recycling system efficiency; and the impact on citizens. The authors lack optimism for the Canadian models, stating that the outcomes have been unimpressive; they suggest that transformative change towards resource efficiency requires a revised relationship between the private sector and municipalities. The full article can be read [here](#).



U.S. NEWS – ILLINOIS, CALIFORNIA, CONGRESS

Illinois Bill to develop logos that will indicate whether containers are recyclable

Source: [EPI Alert 8/11/15](#)

Amends the Illinois Solid Waste Management Act. Provides that the Department of Commerce and Economic Opportunity shall work with nationally based consumer groups and trade associations to develop nationally recognized logos which may be used to indicate whether a container and any other consumer products which are claimed to be recyclable by a product manufacturer are recyclable, compostable, or biodegradable. Provides that the Department shall develop and conduct a public education and awareness campaign to encourage the public to look for and buy products in containers which are recyclable or compostable.

California Manufacturer's Challenge – Workshop scheduled for January 5th 2015 in Sacramento

Source: [CalRecycle website](#)

CalRecycle's Manufacturer's Challenge represents an opportunity for product manufacturers and brand owners to collectively come together and demonstrate their commitment to increasing the recovery of their product packaging in California by committing to achieve a goal of 50% reduction in packaging disposed in landfills by the year 2020 and proposing a voluntary plan to meet that goal.

The Manufacturer's Challenge builds upon more than two years of public workshops and discussions focused on better understanding the complexities, different stakeholder perspectives, and potential policy approaches associated with increasing packaging recovery in California to help meet [California's statewide goal](#) of 75% source reduction, recycling, and composting by 2020.

Questions regarding this workshop can be directed to: Cynthia.Dunn@CalRecycle.Ca.Gov

Congress - Federal bill would create zero waste grant program

Source: [Resource Recycling e-newsletter 9/1/15](#)

Recycling interests are applauding a bill in Congress that would authorize a grant program to fund waste reduction, recycling and reuse efforts. The Zero Waste Development and Expansion Act (H.R. 3237) calls for creating a U.S. EPA grant program, which would fund local government efforts to deploy technology, invest in infrastructure and conduct outreach in support of waste reduction, recycling and reuse. It was introduced July 28 by Minneapolis-area Democratic Rep. Keith Ellison and referred to the House of Representatives' Energy and Commerce Committee. "The grants program established in your legislation will provide critical investment in infrastructure and technologies," wrote Mark Lichtenstein, president and CEO of the National Recycling Coalition, in a letter to Ellison. "This will help achieve the goal of a more sustainable America for our future."

The U.S. Composting Council also lauded the legislation. "The U.S. Composting Council supports this bill and all efforts that help to divert organic residuals away from disposal and into composting," the group said in a statement. "The inclusion of language that offers funding for public/private partnerships should benefit both local business and the environment."

In April, Ellison talked about his intention to introduce the bill after visiting a shopping district in Minneapolis that implemented a commercial composting program with a \$10,000 grant.

Under the legislation, in order to win a grant, a local government would have to establish waste prevention, recycling and composting, reuse or public education goals. Grant recipients could partner with private sector groups.

The bill would authorize an appropriation of up to \$100 million for fiscal years 2016 through 2021 for the grants program. If passed, Congress would still need to actually fund it, however.

INTERNATIONAL NEWS

European Commission Reviews Waste Policies

The European Commission has adopted a legislative proposal to review recycling and other waste-related targets. The proposal sets targets and adds provisions on instruments to achieve and monitor targets with the goal to help turn Europe into a circular economy, boost recycling, secure access to raw materials and create economic growth. The proposal is presented as part of the [circular economy package](#). The main elements of the proposal include: recycling of packaging waste to be increased to 80% by 2030; and increasing the cost-effectiveness of Extended Producer Responsibility schemes by defining minimum conditions for their operation. View the [legislative proposal to review recycling and other waste-related targets in the EU 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://www.europen-packaging.eu/downloads/1608.html>

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