

Recyclables are sick of being told

**“you can’t
get there
from here!”**



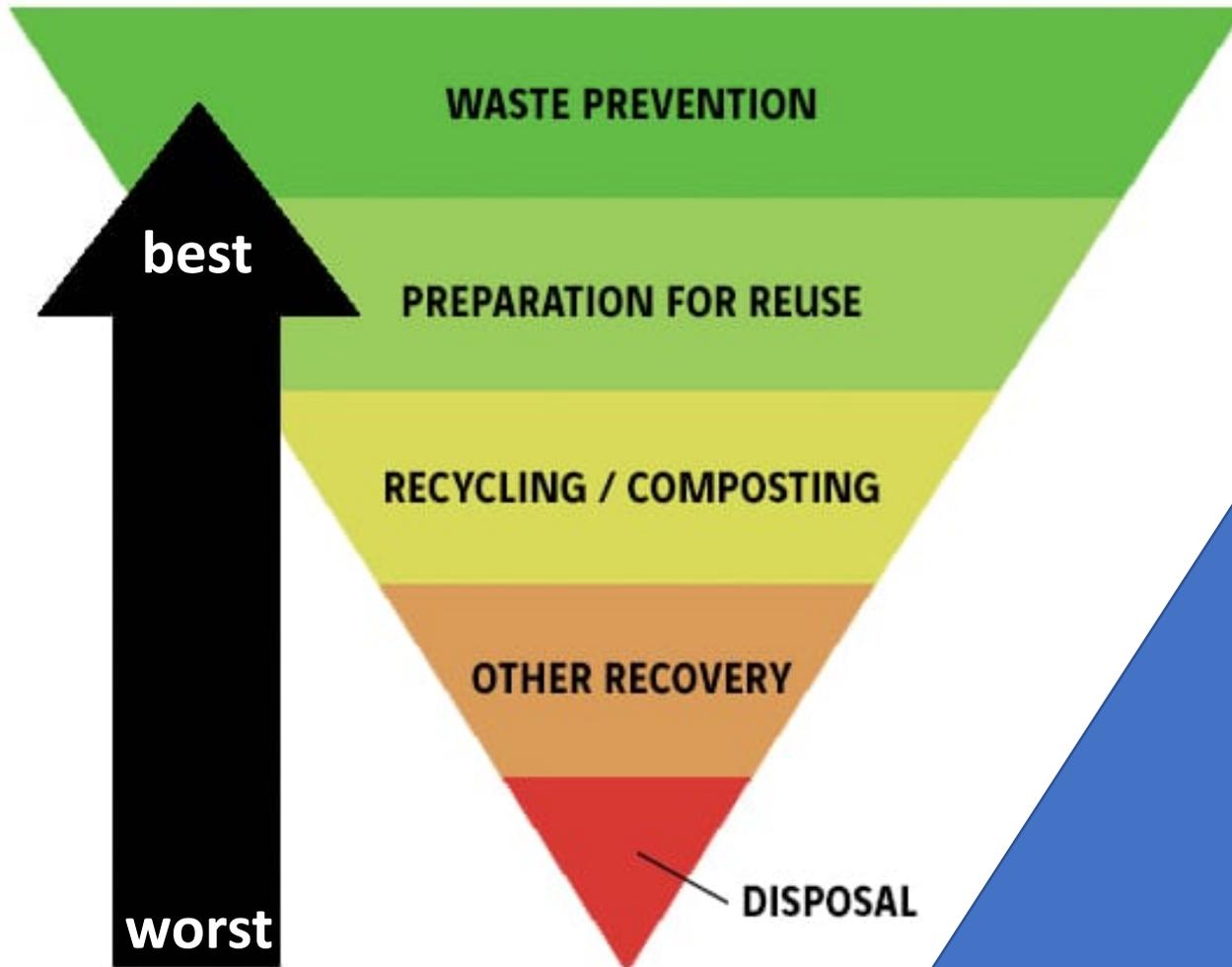
Creating an Extended Producer Responsibility (EPR) Program for Packaging in Maine

Slides adapted from:

Rep. Nicole Grohoski, Maine
*Northeastern State Legislative
Climate and Energy Summit*
October 26, 2019



WASTE HIERARCHY



CLIMATE CONSEQUENCES

2.87 metric tons CO₂ equivalent/
ton of waste recycled instead of landfilled

Maine at goal of 50% recycling:
Cars off road due to recycling: 166,300
Percent of Maine's passenger car fleet: 20%

extended producer responsibility

ex•tend•ed pro•duc•er re•spon•si•bil•i•ty

ik' stendəd prə'd(y)ɒsər rə spənsə bilədē

noun

Type of product stewardship law that requires product manufacturers to share in the responsibility of the safe collection and recycling or disposal of their products and/or packaging.

Maine's Existing Extended Producer Responsibility Laws



1976	1991	2002	2004	2006	2007	2009	2013
							
Beverage Containers	Rechargeable Batteries	Mercury Auto Switches	Electronic Waste	Mercury Thermostats	Cell Phones	Mercury Lamps	Paint

LD 1431: Resolve, To Support Municipal Recycling Programs

- Directs Maine DEP to deliver statutory language for EPR for Packaging bill by December 16, 2019
- Lays out general structure:
 - Shared responsibility model: municipal reimbursement for recycling programs
 - Eco-modulated fee structure for producers
 - Exempts packaging covered under bottle bill

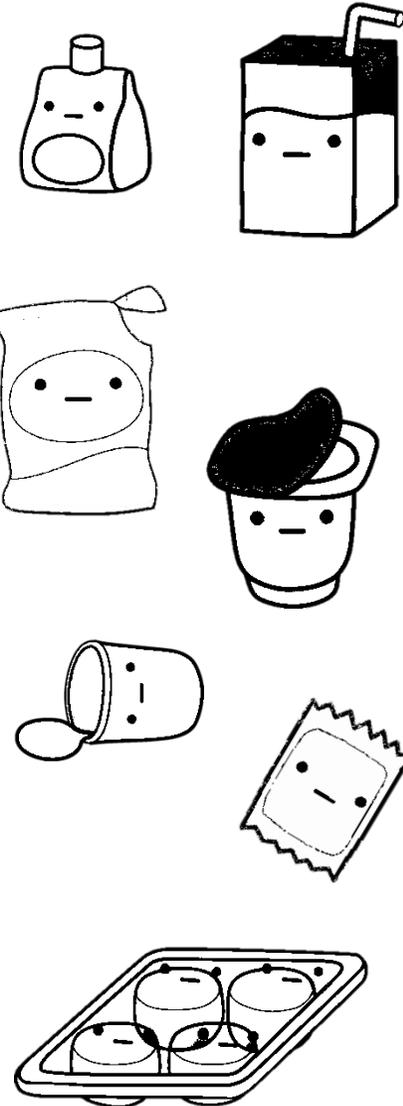
Bill passed unanimously throughout process, signed by governor



What Constitutes Packaging?

- **Primary packaging:** contains a product at the point of sale,
- **Secondary packaging:** used to group products for multi-unit sale
- **Tertiary packaging:** used for transportation or distribution purposes, service packaging intended to be filled at sale, and ancillary elements hung or attached to a product and performing a packaging function.

Packaging – including plastics, cardboard, paperboard, metals, and glass – makes up about **30-40%** of materials managed by weight through Maine's Municipal Waste Management Programs



Who are Producers?

Producer means an entity that:

- A. Has legal ownership of the brand of a product sold in or into the State;
- B. Imports a product branded by an entity that meets the requirements of paragraph A and has no physical presence in the United States; or
- C. Sells a product in the State at wholesale or retail, does not have legal ownership of the brand of the product and elects to fulfill the responsibilities of the producer for that product.

The Kellogg's logo is written in a red, cursive script font.

Unilever

The Amazon logo consists of the word 'amazon' in a bold, black, lowercase sans-serif font, with a yellow curved arrow underneath it pointing from the 'a' to the 'z'.The Fisher-Price logo features the words 'Fisher-Price' in white, bold, sans-serif font inside a red, rounded rectangular shape with a scalloped bottom edge.

Stewardship Organization

Producer means an entity that:

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Proposed
method for
reimbursement:

Similar towns are grouped together and an “average cost” to maintain recycling program is set

Towns are reimbursed for average cost each year; so there is an incentive to run a very efficient program

Proposed method for expanded access and uniformity:



Towns only get reimbursed if they provide access to the entire list of identified “recyclable” materials; (i.e. Paper • Glass • Corrugated fiberboard • Paperboard • Aluminum • Steel • PET • HDPE)



If all towns collect, at a minimum, the recyclable commodities on the list then statewide education and package labeling can be consistent.



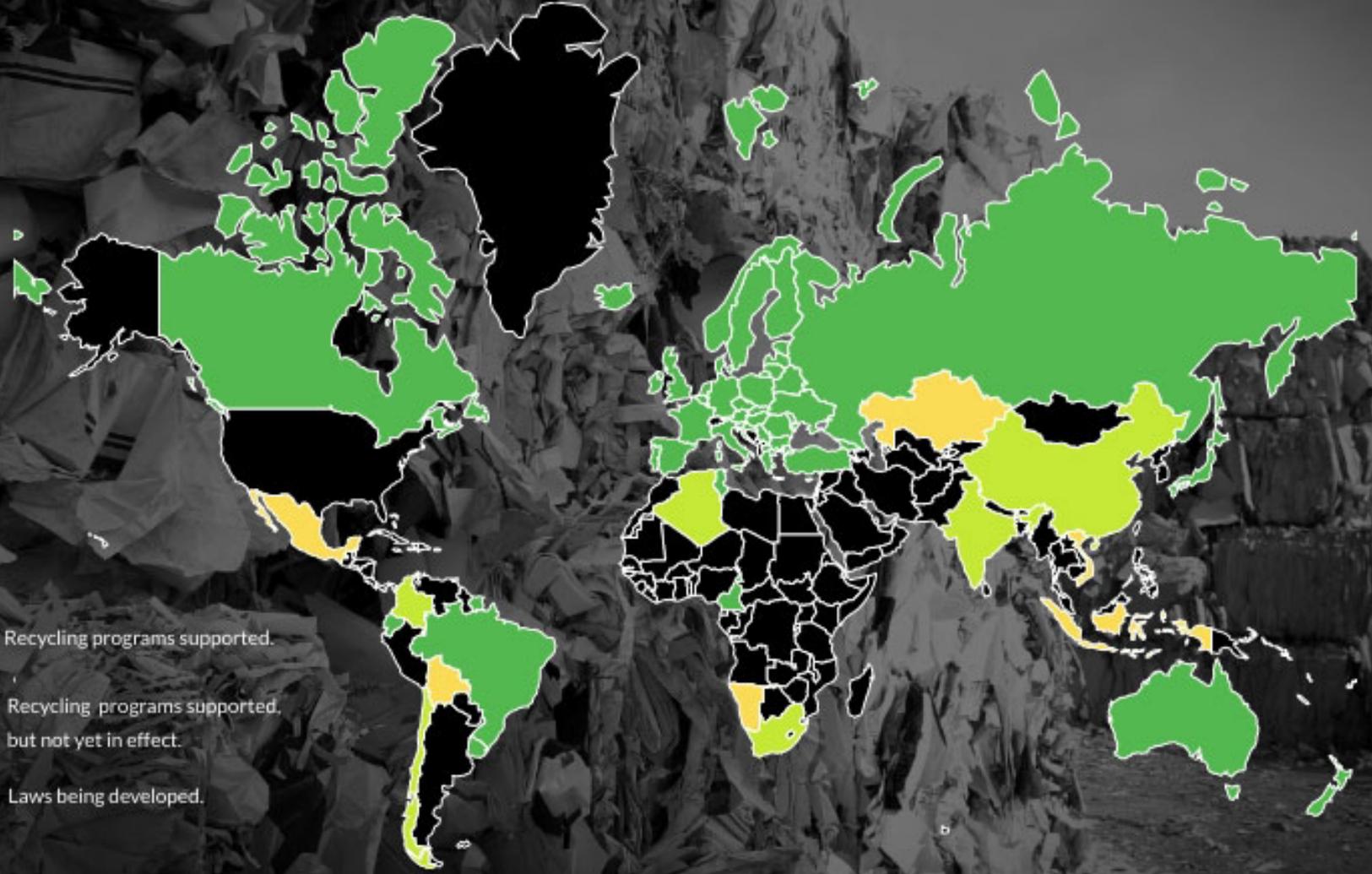
Assistance by stewards would be available to help municipalities set up programs

Extended Producer Responsibility for Recycling Programs

- ✓ Five provinces in Canada
- ✓ 28 countries in EU
- ✓ Australia
- ✓ Russia
- ✓ Brazil



-  Recycling programs supported.
-  Recycling programs supported, but not yet in effect.
-  Laws being developed.



Producers contribute towards recycling all over the world.

This policy will create shared responsibility between producers of packaging and the municipalities who manage the waste created by that packaging.

**More
Effective.**

- When municipalities are reimbursed for the cost of recycling, they have resources to expand access and encourage greater participation in programs
- How producers pay could lead to less wasteful, more readily recyclable packaging and less opportunity for contamination and less need for disposal.

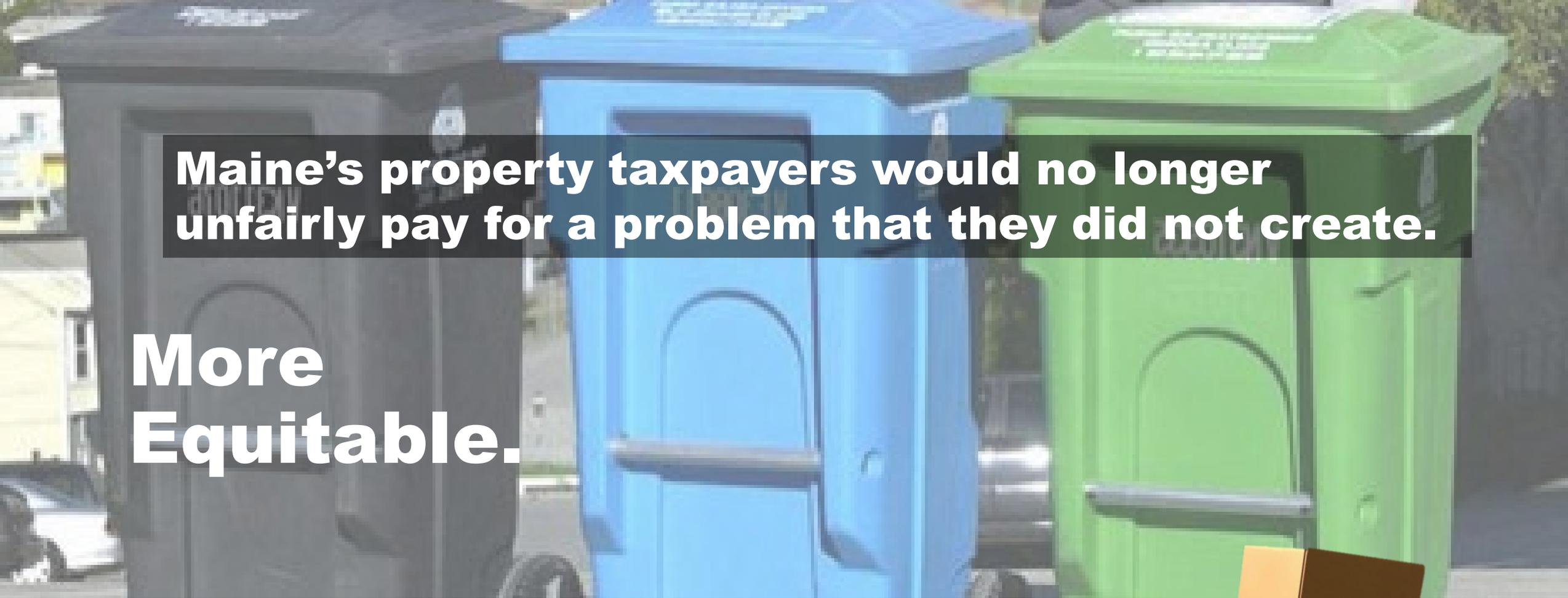


Maine towns would no longer be forced to stop, cut back, or pay more for their recycling programs when the markets fluctuate.

**More
Sustainable.**

- Municipalities get reimbursed for recycling programs when they become a cost burden—this is kind of like an insurance policy.
- Municipal recycling programs will be able to remain more consistent, making recycling less confusing for people

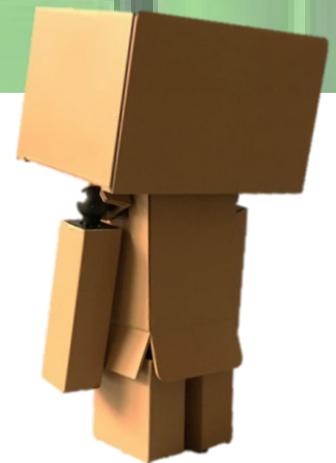


A row of three recycling bins: a black bin on the left, a blue bin in the middle, and a green bin on the right. The bins are set against a blurred background of a residential street with houses and a car.

Maine's property taxpayers would no longer unfairly pay for a problem that they did not create.

**More
Equitable.**

- Producers who design less-wasteful packaging pay less. Those who waste more, pay more.
- Access to recycling will expand all over the State; not just in those municipalities that can afford it.



No, there is no evidence that this policy would increase the cost of goods in Maine.

- Stewardship organizations are paying an annual average of \$10-\$17 per household in Canada
- Contributions per container are usually fractions of a penny—maybe at most 2 pennies
- Large corporations pay the most; small producers pay very little
- Instead, producers change design to lower their costs and stay competitive





Community benefits recap:

- Reimbursement of recycling costs; including transportation
- People rejoice at being able to recycle in their town
- Increased recycling rate; decreased trash disposal costs
- Towns maintain control of hauler and facility contracts
- Taxpayer money saved, or used for other services

www.recyclingreform.org



Questions?

Thank you!

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